



Australian Government

CUAWRT415 Write narration and material for productions

Release: 1

CUAWRT415 Write narration and material for productions

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package Version 5.0.

Application

This unit describes the skills and knowledge required to write narration and material for different broadcast and publication purposes. Individuals work with required personnel to identify script elements, compile the narration and material and finalise the script for broadcast and/or publication.

The unit applies to those who work under the direction of an editor or producer to source and prepare scripts for on-air programs or resources where the target audience and program style have already been defined. The scripts may be read on air, recorded as voiceover or repurposed for online services.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Communication – Writing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Clarify writing requirements	1.1 Identify sources for broadcast and/or publication in consultation with required personnel 1.2 Identify elements that may accompany script content 1.3 Determine target audience and select applicable script format 1.4 Determine production requirements and other program issues that may affect writing assignments
2. Prepare to write scripts	2.1 Source and verify material according to production requirements 2.2 Determine key information or angles required for target audience

ELEMENT	PERFORMANCE CRITERIA
	2.3 Summarise information according to production requirements 2.4 Check and resolve issues, and confirm material complies with laws and codes of practice required for broadcasting and/or publication 2.5 Prepare script structure that creates narrative for target audience according to production requirements 2.6 Complete preparation according to safety and production deadlines
3. Write narration and/or material	3.1 Develop script narration using industry standard writing conventions and techniques 3.2 Confirm script language, layout and narration meet production requirements and organisational standards 3.3 Read scripts aloud and test presentation, marking up copies for presenters as required 3.4 Refine and redraft script as required
4. Finalise scripts	4.1 Present final scripts to required personnel according to production requirements 4.2 Discuss final script with required personnel and adjust as required 4.3 Obtain sign-off from required personnel where necessary

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Oral communication	- Expresses and interprets meaning using listening, questioning and non-verbal communication cues - Clearly and simply expresses ideas and opinions during discussions with required personnel
Reading	- Organises and evaluates ideas and information from different complex texts including production briefs and research material - Analyses different complex texts and checks accuracy of source material and information
Initiative and enterprise	Selects content ideas according to production requirements
Planning and organising	Adopts logical and methodical approach to writing process

SKILL	DESCRIPTION
Self-management	- Follows laws and regulations for producing written material and/or narration - Makes decisions directly related to task requirements
Teamwork	Determines final content in discussion with required personnel
Technology	Uses digital tools to write script narration and/or material

Unit Mapping Information

Supersedes and is equivalent to CUAWRT403 Write narration and material for current affairs, features and documentaries.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>

Assessment Requirements for CUAWRT415 Write narration and material for productions

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- write at least two examples of narration or material for broadcast and/or publication.

In the course of the above, the candidate must:

- respond to production requirements, schedules and timelines
- verify sources and material and select valid information required for scripts
- use script elements that are auditory, visual, and/or written
- adopt safe ergonomic practices when using screens and keyboards for long periods of time
- present narration or material to required personnel.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- conventions and techniques for writing broadcast and online copy
- production requirements that affect writing assignments, including:
 - structures and mark-up techniques for script presentation
 - scheduling and timelines
 - industry standard script presentation formats
- auditory, visual and written elements in different script types
- research and sourcing techniques required for different program types
- copyright clearance procedures
- common organisational requirements, including:
 - editorial policies
 - verification of sources and material
 - responses to breaking news

- codes of practice and aspects of laws on defamation, vilification, breaches of privacy and court reporting that apply when developing narration and materials
- work health and safety (WHS) requirements as they relate to working for periods of time on screens and keyboards.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- production situations that require preparation of material and/or narration for broadcast and/or publication
- audio and video playback equipment or internet website for broadcast and/or publication
- platforms to source information for use in writing narrations and/or material
- information sources about legislation and codes of practice relevant to media.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational educational and training legislation, frameworks and/or standards.

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