Unit title	Write for print
SQA Unit code	H6PL 04
SCQF level	6
SCQF credit points	6
SSC Ref	CDM26

History of changes

Publication date: February 2014

Version: 01

Version	Description of change	Date

TITLE	Write for print
Learning Outcomes	**Assessment Criteria**
The learner will	*The learner can*
1. Be able to select content to suit different audiences and purposes in accordance with organisational requirements	1.1 Identify organisational requirements for material in terms of: • content and treatment • agreed word limits • format for delivery 1.2 Identify for different markets: • the intended readership • suitable styles of writing and story construction 1.3 Decide on the content and treatment which are suitable for: • a publication • a brand • a target audience • editorial requirements • purpose of a piece • accompanying material
2. Be able to produce copy to suit different audiences and purposes in accordance with organisational and industry requirements	2.1 Write copy which: • is in the relevant house and brand style, following the required conventions on grammar, spelling and punctuation • captures and maintains reader interest • is legally sound • takes account of industry regulation and codes of conduct 2.2 Select and use a suitable method to emphasise identified material 2.3 Present facts, opinions and arguments clearly and accurately making clear distinctions between them 2.4 Reference all quotes and sources, checking that they are accurate and in context 2.5 Identify visual material to be used in copy, taking account of this when writing
3. Be able to work to agreed deadlines and requirements	3.1 Agree the deadlines, timescales, format and length for copy 3.2 Write copy to meet agreed deadlines, timescales, format and length for copy, informing relevant colleagues promptly of any difficulties

4. Understand legal, regulatory and ethical issues relating to writing copy	4.1 Identify key aspects of legal and regulatory requirements relating to writing copy
	4.2 Identify key ethical issues relating to writing copy
	4.3 Check that own practice complies with: • legal and regulatory requirements • ethical guidelines

Additional information about the Unit
Unit purpose and aim(s)
This unit assesses the ability to write copy for the printed page, newspapers, magazines or other publications. This involves writing copy, which conveys the main facts and opinions in the most interesting way, and meets organisational requirements and deadlines.
Details of the relationship between the Unit and relevant national occupational standards (if appropriate)
This Unit is based on the NOS (SKSJ14) developed by Creative Skillset.
Details of the relationship between the Unit and other standards or curricula (if appropriate)
N/A
Assessment requirements specified by a sector or regulatory body (if appropriate)
N/A

Assessment (evidence) Requirements

Evidence for this Unit should be generated in the workplace or a real work environment under normal commercial operating conditions. Simulation is only acceptable under certain circumstances, please refer to section 4.1 of Creative Skillset's 'Principles of Assessment for use with SVQs and competency-based qualifications in the SCQF'

Guidance on Instruments of Assessment

This Unit is designed to assess the skills and knowledge of candidates in the workplace.

Acceptable types of evidence

The following sources of evidence can be used in the assessment of the competency based learning outcomes:

- Direct observation of learners carrying out the relevant task;
- Portfolios (hard-copy and digital);
- Inspection and evaluation of products produced (this includes electronic evidence where appropriate);
- Questioning of learners to support performance;
- Simulation where agreed (see section 4.1 of Creative Skillset's 'Principles of Assessment);
- Expert Witness where specific expertise is required;
- Supplementary evidence (i.e. Witness Testimony);
- Recorded Internal competency assessments carried out as part of a structured in-company approach (i.e. ISO9000). Assessors should carry out only confirmatory observation.

For knowledge based learning outcomes the following sources of evidence can be used:

- Oral or written exams/test;
- Portfolios (hard-copy and digital);
- Presentations;
- Simulation on where agreed (see section 4.1 of Creative Skillset's 'Principles of Assessment);
- Assignments;
- Projects;
- Case studies.
- Professional Discussion

Please note: This is not an exhaustive list, all of the assessment methods associated with effective delivery and assessment of qualifications that attest to occupational competency may be used.

SQA's Guide to Assessment is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment. The Guide to Assessment can be downloaded free from SQA's website:
http://www.sqa.org.uk/files_ccc/GuideToAssessment.pdf