Unit title	Write for online distribution
SQA Unit code	H6PM 04
SCQF level	6
SCQF credit points	4
SSC Ref	CDM27

History of changes

Publication date: February 2014

Version: 01

Version	Description of change	Date

TITLE	Write for online distribution
Learning Outcomes	**Assessment Criteria**
The learner will	*The learner can*
1. Understand organisational requirements relating to writing copy for online distribution	1.1 Identify organisational requirements for material in terms of: • content and treatment • agreed word limits • format for delivery
	1.2 Write in short sentences avoiding jargon and clichés and using correct punctuation, spelling and grammar
	1.3 Write in a style suitable for the target audience and for the purpose of the communication
	1.4 Maintain a consistent style both within and between texts following relevant writing conventions, style guides and policies
	1.5 Structure text-based content so that it is easy to read and navigate
	1.6 Produce suitable captions and descriptions to accompany assets
	1.7 Make use of search engine optimisation in own writing
	1.8 Create hyperlinks to enhance own editorial content, exploiting the unique properties of hypertext
	1.9 Use links to suitable information and resources, checking that material to which links are made is accurately credited
	1.10 Provide clear, consistent and accessible wording for hyperlinks
	1.11 Negotiate over the treatment and length of editorial content, based on own assessment its value
2. Be able to check the accuracy of own copy for online distribution	2.1 Proof-read own copy to check for spelling, grammatical, punctuation and typographic errors
	2.2 Confirm that the information in own copy is accurate
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 informing relevant colleagues promptly of any difficulties

| 4. Be able to comply with legal, regulatory and organisational requirements relating to writing copy for online distribution | 4.1 | Identify key aspects of laws, industry regulations and organisational guidelines relating to writing copy for online distribution |
| | 4.2 | Check that the content of own copy complies with:
 • relevant laws
 • industry regulations
 • organisational guidelines |

Additional information about the Unit
Unit purpose and aim(s)
This unit assesses the ability to write copy or text for a website, blog or various mobile platforms. Learners will need to understand the platform and purpose of the copy. Learners will be working to deadlines and will need to ensure accuracy and compliance with relevant legal, regulatory and organisational requirements.
Details of the relationship between the Unit and relevant national occupational standards (if appropriate)
This Unit is based on the NOS (SKSJ17) 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