



<b>Unit title</b>	Produce Copy for Digital Media Communication
<b>SQA code</b>	H8R6 04
<b>SCQF level</b>	6
<b>SCQF credit points</b>	5
<b>SSC Ref</b>	N/A

## History of changes

**Publication date:** March 2015

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<b>Version number</b>	<b>Date</b>	<b>Description</b>	<b>Authorised by</b>

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<b>Title</b>		Produce Copy for Digital Media Communication	
<b>Learning Outcomes</b>		<b>Assessment Criteria</b>	
<b>The candidate will:</b>		<b>The candidate can:</b>	
1	Understand how digital media channels affect how copy is produced.	1.1	Explain considerations for a selection of media channels.
		1.2	Explain how online content management system affects copy production.
2	Be able to produce copy for different types of digital communication.	2.1	Write copy to meet the requirements of a brief.
		2.2	Use a style that is fit for purpose.
		2.3	Format copy according to guidelines.
		2.4	Produce copy to accompany non-text media content.
		2.5	Produce optimised hyperlinks.
		2.6	Create metadata for copy.
		2.7	Embed metadata for different types of digital media communications.
3	Be able to review copy for digital media communications.	3.1	Check copy for errors.
		3.2	Check the accuracy of content.
		3.3	Review copy against any legal and ethical considerations.

<b>Additional information about the Unit</b>
<b>Unit purpose and aim(s)</b>
<p>This Unit is designed to develop the candidates knowledge, understanding and skills to allow them to produce copy for digital media communications, such as e-mails, twitter, blogs, newsletters and websites.</p> <p>Candidates will develop an understanding of how digital media channels affect the production of copy. Candidates will also develop skills of writing copy to meet the requirements of a brief ensuring the style and format is fit for purpose and review copy to ensure accuracy of content and consideration of any legal and ethical issues.</p>
<b>Details of the relationship between the Unit and relevant national occupational standards (if appropriate)</b>
N/A
<b>Details of the relationship between the Unit and other standards or curricula (if appropriate)</b>
N/A
<b>Assessment requirements specified by a sector or regulatory body (if appropriate)</b>
N/A

## Assessment (evidence) Requirements

Candidates must cover all the Learning Outcomes and Assessment Criteria.

This Unit is designed to assess the skills of candidates in the workplace. Observation of learner performance can only be carried out on-the-job and should be the preferred source of evidence of competent performance.

Collection of supplementary evidence of performance can be used to further substantiate, support and expand the evidence base for competent performance where this is necessary. This may arise in situations where evidence from direct observation of the candidates on-the-job is deemed insufficient to fully meet the required standards. Supplementary evidence may include:

- ◆ witness testimony
- ◆ questioning
- ◆ professional discussion
- ◆ product and photographic evidence
- ◆ relevant active documentation, reports, presentations
- ◆ other valid evidence which relates directly to learner performance on-the job

Evidence for this Unit is likely to be presented in the form of a portfolio.

## Guidance on Instruments of Assessment

SQA's Guide to Assessment provides further information on appropriate Instruments of Assessment. This guide 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 [www.sqa.org.uk](http://www.sqa.org.uk).