

Unit Credit Value:	<b>6</b>
Unit Level:	<b>Three</b>
Unit Guided Learning Hours:	<b>41</b>
Ofqual Unit Reference Number:	<b>M/505/1593</b>
Unit Review Date:	<b>31/12/2016</b>
Unit Sector:	<b>15.4 Marketing and Sales</b>

**Unit Summary**

This unit aims to enable learners to produce copy digital media communications such as emails, blogs, newsletters and websites. It requires an understanding of how different media channels affect how copy is produced. Learners will also develop skills of writing copy using different styles and formats for different types of digital communication as well as the skills of reviewing copy that they or others have produced.

**Unit Information**

It is expected that before the unit is delivered, the tutor will have read the Qualification Specification to ensure all conditions regarding Rules of Combination, delivery, assessment and internal quality assurance are fulfilled. Additional guidance is available below as Assessment Guidance for Learning Outcomes and Assessment Criteria in **bold**.

**This unit has 3 learning outcomes**

<b>LEARNING OUTCOMES</b>	<b>ASSESSMENT CRITERIA</b>
<b>The learner will:</b>	<b>The learner can:</b>
1. Understand how digital media channels affect how copy is produced	1.1. Explain <b>considerations</b> for a selection of <b>media channels</b> 1.2. Explain how online content management system <b>affects</b> 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 <b>fit for purpose</b> 2.3. Format copy according to <b>guidelines</b> 2.4. Produce <b>copy</b> to accompany non-text media content 2.5. Produce <b>optimised</b> hyperlinks 2.6. Create <b>metadata</b> for copy 2.7. Embed <b>metadata</b> for different types of digital media communications

LEARNING OUTCOMES	ASSESSMENT CRITERIA
<b>The learner will:</b>	<b>The learner can:</b>
3. Be able to review copy for digital media communications	3.1. Check copy for <b>errors</b> 3.2. Check the accuracy of content 3.3. Review copy against any <b>legal and ethical</b> considerations

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### Assessment Guidance

#### Learning Outcome 1

**1.1 Considerations:** constraints, possibilities, opportunities, target audience, search engine optimisation.

**1.1 Media channels:** website, email, blog, social media, text message, video channel, newsletter.

**1.2 Affects:** considerations, constraints, keywords and keyword phrases, legal issues (defamation, libel, copyright), styling, formatting.

#### Learning Outcome 2

The learner must produce copy for at least three different types of digital communication. The learners must be given client briefs that enable them to meet all ACs for LO2.

**2.2 Fit for purpose:** for target audience, for purpose, for type of digital communication (email, text message, blog, social media post, web page, newsletter), consistency (within texts, between related texts).

**2.3 Guidelines:** writing conventions, policies, accessibility, style guides.

**2.4 Copy:** captions, descriptions, reviews, sub-titles, annotations.

**2.5 Optimised:** search engine optimised, destination clear, accessible.

**2.6 and 2.7 Metadata:** keywords, alt tag, xml, metacontent, copyright.

#### Learning Outcome 3

The learner should review the same copy to meet all ACs.

**3.1 Errors:** grammar, punctuation, spelling.

**3.3 Legal and ethical considerations:** data protection, libel, defamation, privacy, copyright, organisational policies.

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### Delivery Requirements

Appropriate physical resources will be required in order to deliver and assess this unit.

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### Evidence Requirements

Evidence of practical ability must be demonstrated