



Magill College Pty Ltd Trading as Magill College Sydney

ABN: 67 090 050 990

CRICOS Provider Code: 01994M RTO No: 91367

Tel: (+61 2) 8061 6980 Fax: (+61 2) 9267 1711 www.magill.edu.au

BSB52415 – Diploma of Marketing and Communication

Record of Assessment Outcome

Unit of Competency:	BSBADV509 – Create mass print media advertisements		
Student Name:			
Student ID Number:			
Assessor Name:			
Term and Year:			
The student has successfully completed the following assessment task(s):		Yes	No
Assessment 1	Project	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 2	Presentation	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 3	Written Report	<input type="checkbox"/>	<input type="checkbox"/>
Overall, the student was assessed as:			
Competent <input type="checkbox"/> Not Yet Competent <input type="checkbox"/>			
Did the student meet the criteria for the following elements of competency?		Yes	No
1. Interpret creative brief		<input type="checkbox"/>	<input type="checkbox"/>
2. Create mass print media advertisement		<input type="checkbox"/>	<input type="checkbox"/>
The student requires the following skill(s) development before re-assessment:			
Feedback to student on overall performance during assessment:			
The student has been provided with feedback and informed of the assessment result and the reasons for the decision.			
Assessor Name:			
Assessor Signature:		Date:	
I have been provided with feedback on the evidence I have provided. I have been informed of the assessment result and the reasons for the decision.			
Student Name:			
Student Signature:		Date:	

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BSBADV509 – Create mass print media advertisements

Assessment 1 – Project

Submission Details				
Student ID Number:				
Student Name:				
Assessor Name:				
Due date:				
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarized in any way materials of another person or work of a fellow student and referenced all sources of information.			
Student Signature:				
Assessment Result Details				
Result:	Satisfactory		Not Satisfactory	
Feedback to Student:				
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.			
Student Signature:				
Assessor Signature:				
Date:				



Submission details

This Assessment Task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor. Submit this document with any required evidence attached. See specifications below for details.

Performance objective

You must demonstrate ability, knowledge and skills in interpreting an advertising brief and developing a creative brief that includes time, schedule and budget requirements and considers any legal and ethical constraints.

Assessment description

A creative brief is like a map that helps the advertising team create solid, measurable goals and outcomes in relation to the client's advertising campaign. A great brief provides insight and provides the creative team with parameters and sufficient relevant information to assist them in creating imaginative and persuasive advertisements – it acts as a sounding board for the team.

You must analyse and interpret the information within the advertising brief to develop the creative brief. You will use the advertising brief and the creative brief template provided.

Procedure

1. Read the supplied advertising brief.
2. Interpret a creative brief.
3. Email the client (your assessor) to confirm that you have agreement on:
 - a. the central idea/creative concept.
 - b. the mass print media to be used.
4. Identify and check the advertising content and supporting information for accuracy and completeness.
5. Email the client (your assessor) to determine and agree on the time, schedule and budget requirements for creating the advertisements.
6. Identify legal and ethical constraints.
7. Complete the creative brief (template provided in Appendix 2).

Specifications

You must:

- Ensure the assessor has evidence of your communication with the client (i.e. Email or other communications with your assessor in relation to confirming requirements)
- Submit a completed creative brief.

Your assessor will be looking for a creative brief that demonstrates that you have a thorough understanding of the advertising brief.

The creative brief must show:

- The central idea or creative concept
- Techniques for expressing the idea/concept and mass media to be used
- The required advertising content and supporting information
- The time, schedule and budget requirement for creating the advertisements
- Any legal and/or ethical constraints.

Your assessor will also be looking for:

- Your ability to write for a particular audience and purpose
- An understanding of the advertising industry and the legal and ethical constraints under which it works
- Your ability to work to timelines
- Your ability to work to a budget
- Evidence of collaborative techniques in consultation and negotiation of the brief.

Appendix 1 – Advertising brief: Background

RSPCA Background Information

The Royal Society for the Prevention of Cruelty to Animals was established in 1875. The Society began in South Australia due to concern over the horses that worked on the trams down King William Street. A small group of concerned animal lovers felt the horses were unfairly subjected to extreme heat and exhaustive work and triumphed in obtaining better conditions for the animals.

The RSPCA in South Australia evolved from this small group of dedicated, caring people and while the shelters, staff and facilities have changed, the ethos driving the society is very much the same.

As the years go by, the issue of money is a constant concern. Total annual operating costs in South Australia alone are now in the vicinity of \$5,000,000 and for a not-for-profit, non government organisation this figure is extremely daunting.

The RSPCA are the only organisation in Australia that polices and enforces the Animal Welfare Act. Policing the Act involves nine full-time inspectors who respond to each of the 4,000 reports of animal cruelty we receive throughout the state every year. In a case where a pet owner or farmer is required to appear before a court, the RSPCA funds the lawyers, court fees and other costs required for the case to be heard. Often the mistreated animal is injured or very sick and the RSPCA then also pays the bill for their recovery.

As well as the inspectors, two rescue officers are employed on the road providing 24-hour-a-day, seven-day-a-week medical assistance to stray and injured animals. Again, the RSPCA covers all vehicle, phone and medical costs.

The animals that are brought into the shelter each week have their own, unique and often horrific story. Some are strays, some have been dumped, some have been surrendered by owners, and some have been so badly abused they have been seized by the Inspectors. While many of the animals come through the doors sick, injured, diseased and generally miserable, the RSPCA's aim is for them to leave healthy, happy and with new owners.

People looking for a new pet can come to the shelters, where fully vaccinated, microchipped and neutered dogs, cats, guinea pigs and rabbits are for sale for a much lower price than animals available from pet stores and breeders. Owners get the added extra joy of knowing they are giving an animal a second chance.

The Adoptapet program was created as a joint initiative between RSPCA, Bendigo Bank and Visa and has been a huge success for all involved.

The website gives people a chance to view animals ready to be adopted currently at the shelters throughout Australia.

Finding the right pet for your lifestyle and housing conditions can be extremely challenging and it takes a great deal of research time and patience to make the correct decision. There are numerous things to take into consideration and the Adoptapet website makes this choice a whole lot easier.

Adoptapet provides people with the freedom to browse through the many animals available from the shelters. All animals are temperament and health checked, as well as vaccinated, micro-chipped and vaccinated before they are presented on the website.

One of the main objectives when constructing the site was that using the site must be straightforward for prospective pet owners. The photos give potential owners a great idea of what their future pet looks like and the information provided helps them get to know the animal's personality and background. Other information on the site includes:

- the adoption process
- the benefits of adopting an orphan
- a guide to selecting the right pet for you
- caring for your pet
- a link to other RSPCA sites, including an online store where you can buy a present for your new pet.

Advertising brief

Objectives

To create mass print media advertisements (newspaper, magazine and outdoor) promoting the RSPCA Adoptapet program.

The Society wants to encourage the general public to look at adopting a pet from an animal shelter rather than a breeder and especially rather than a pet shop. They also want to educate the public on the many benefits of buying a pet from the RSPCA. They are all desexed, microchipped, vaccinated, health and temperament checked and of course, people will be giving an animal a second chance at life. Without the program countless animals would never have a second chance.

The RSPCA also wants to encourage people to see the animal shelters as clean, friendly places to visit. Many people have the misconception that the shelters are dirty and full of sick and dying animals. The area open to the public is very well maintained and houses only healthy animals.

Outcomes

The Society receives over 10,000 animals every year. Therefore, it is necessary to educate the public to make the correct choices when it comes to picking pets, and to encourage people to desex and microchip their pets.

Outcome 1

Increase the sale of animals at our shelters by 8% annually.

Outcome 2

Decrease dumping of pets by 2% annually.

Outcome 3

Increase microchipping by 3% annually.

Outcome 4

Increase the desexing of cats by 5% annually.

Appendix 2 – Creative brief template

Client contact information: _____

Project: _____

Prepared by: _____

1. Background/Overview:

Justify your answer with reference to the case study/advertising brief.

Central idea/creative concept and expression:

Explain how creative concept, design, etc. will satisfy campaign objectives.

2. What is the objective or purpose of this advertisement?

Justify your answer with reference to the case study/advertising brief.



3. Target Audience: who are we talking to?

Justify your answer with reference to the case study/advertising brief.

4. What is the single most important thing to say?

Justify your answer with reference to the case study/advertising brief.

5. What are the supporting rational and emotional reasons to believe and buy?

6. What else will assist creative development?

7. Are there any mandatory requirements?

Justify your answer with reference to the case study/advertising brief.

8. Are there any legal or ethical considerations?

Reference a code of practice or act and explain its relevance to the case study.

9. Schedule: What do we need from the creative team? When do we need it?

Date _____ initial creative review of rough pencil sketch ideas.

Date _____ review revised creative. Half size, with colour, hand or computer created.

Date _____ final internal creative presentation. Same finish as previous round.

Date _____ client creative and media presentation, full size, full colour, hand or computer created.

Date _____ print ads delivered to publication.

10. Budget: How much will be spent on the three different types of print advertisements?

Provide a breakdown of all costs, allowing 10% for agency fees:

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Assessment 2 – Presentation

Submission Details				
Student ID Number:				
Student Name:				
Assessor Name:				
Due date:				
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarized in any way materials of another person or work of a fellow student and referenced all sources of information.			
Student Signature:				
Assessment Result Details				
Result:	Satisfactory		Not Satisfactory	
Feedback to Student:				
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.			
Student Signature:				
Assessor Signature:				
Date:				

Submission details

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Submit this document with any required evidence attached. See specifications below for details.

Performance objective

You must demonstrate ability, knowledge and skills to create (or oversee the creation of) a mass print advertisement that meets the requirements of the creative brief.

Assessment description

You must develop (or oversee the development of) a mass print advertisement (one of print, magazine or outdoor). You must present the advertisement, showing how the advertisement meets the specifications of the creative brief.

Procedure

1. Use the creative brief developed for Assessment Task 1 or use another creative brief supplied to you by the assessor to complete this task.
2. Identify which of the following three print advertisements you will design an advertisement for:
 - a. a newspaper
 - b. a magazine
 - c. an outdoor forum.
3. Identify the delivery requirements of at least one magazine, newspaper or outdoor forum in terms of layout requirements, file size, file type, etc. Determine the cost or cost options for advertising in this forum.
4. Create (or oversee the creation of) a mass print media advertisement.
 - a. Determine and produce the elements of the print advertisement to communicate the required image, features and benefits of the product or service.
 - b. Size and position each element of the print advertisement to achieve balance and focus for the advertisement.
 - c. Ensure the typeface selections suit the product and the central idea of the advertisement and balance the layout of white space and margins.
 - d. Ensure the layout of the advertisement unifies the elements, attracts the reader to the focal point and guides the reading sequence.
 - e. Ensure the advertisement meets the requirements of the advertising brief and that it meets legal and ethical requirements.
5. Present the print advertisement to the group. The presentation must include:
 - a. a display of your advertisement
 - b. an explanation how the advertisement reflects all parts of the creative brief

- c. a description of how the advertisement will influence the target audience
- d. a summary of how the advertisement meets key provision of legislation relating to the advertising industry
- e. a summary of relevant information about the requirements of the industry in terms of delivery requirements and costs.

Specifications

You must:

- Make a presentation
- Submit your presentation notes and original advertisement (e.g. The print advertisement file).

Your assessor will be looking for a presentation of the print advertisement that shows how the advertisement meets the specifications of the creative brief (requirements are listed below).

- A print advertisement that:
 - Communicates the required image, features and benefits of the product or service
 - Sizes and positions each element to achieve balance and focus for the advertisement
 - Uses typeface selections to suit the product and the central idea of the advertisement and balances white space and margins
 - Has a layout that unifies the elements, attracts the reader to the focal point and guides the reading sequence
 - Meets the requirements of the advertising brief and legal and/or ethical constraints.
- A presentation that:
 - Outlines the key features of an industry, services, product and organisation
 - Outlines the principles of consumer behaviour and describes influences on buyer behaviour
 - Identifies principles and elements of design used in print advertisements
 - Identifies and explains the key provisions of relevant legislation, codes of practice and national standards affecting business operations.



Your assessor will also be looking for:

- Creativity and innovation skills to write engaging scripts for a variety of audiences
- Visual and design techniques to communicate advertising messages efficiently and effectively
- An understanding of the advertising industry's organisation and operational constraints (legal and ethical)
- An understanding of the principles of advertising, consumer behaviour and influences on buyer behaviour
- An understanding of the principles of creative elements in print advertisements
- An understanding of the range of available advertising approaches for different markets
- An ability to work to timelines and to budget.



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Assessment 3 – Written Report

Submission Details				
Student ID Number:				
Student Name:				
Assessor Name:				
Due date:				
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarized in any way materials of another person or work of a fellow student and referenced all sources of information.			
Student Signature:				
Assessment Result Details				
Result:	Satisfactory		Not Satisfactory	
Feedback to Student:				
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.			
Student Signature:				
Assessor Signature:				
Date:				



Submission details

This Assessment Task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor.

Submit this document with any required evidence attached. See specifications below for details

Performance objective

You must demonstrate ability, knowledge and skills to create (or oversee the creation of) two mass print advertisements that meet the requirements of the creative brief.

Assessment description

You must develop (or oversee the development of) two mass print advertisements (two of print, magazine or outdoor). You must submit a report on the advertisements, explaining how the advertisements meet the specifications of the creative brief and summarising your knowledge of the advertising industry.

Procedure

1. Use the creative brief developed for Assessment 1 or use another creative brief supplied to you by the assessor.
2. Select two types of advertisement from the list below. You must produce (or oversee the production of) two mass print advertisements of the two types that you did **not** select in Assessment Task 1.
 - a. A newspaper advertisement.
 - b. A magazine advertisement.
 - c. An outdoor advertisement.
3. Identify the delivery requirements for one source of each two types of advertising forum in terms of layout requirements, file size, file type, etc. Determine the cost or cost options for advertising in this forum.
4. Create (or oversee the creation of) two mass print media advertisements. For each:
 - a. determine and produce the elements of the print advertisement to communicate the required image, features and benefits of the product or service
 - b. size and position each element of the print advertisement to achieve balance and focus for the advertisement
 - c. ensure the typeface selections suit the product and the central idea of the advertisement and balance the layout of white space and margins
 - d. ensure the layout of the advertisement unifies the elements, attracts the reader to the focus and guides the reading sequence
 - e. ensure the advertisement meets the requirements of the advertising brief and that it meets legal and ethical requirements.

5. Write a report that (in no more than 500 words per point):
- explains how each part of the creative brief is reflected in the two advertisements
 - explains how the two advertisements meet principles and elements of design used in print advertisements
 - describes the features of the advertising industry and how the industry is changing
 - explains the principles and purposes of advertising
 - outlines range of available advertising approaches for different markets
 - outlines ethical principles relevant to advertising industry
 - explains how ethical principles are supported by Consumer Law.

Specifications

You must submit:

- Two advertisements.

Your assessor will be looking for two print advertisements that:

- Communicate the required image, features and benefits of the product or service
- Use the sizes and positions of each element to achieve balance and focus for the advertisement
- Use typeface/font selections to suit the product and the central idea of the advertisement
- Have a layout that unifies the elements, balances white space and margins, attracts the reader to the focus and guides the reading sequence
- Meet the requirements of the advertising/creative brief and legal and/or ethical constraints.

Your assessor will also be looking for:

- Creativity and innovation skills to write engaging text for a variety of audiences
- Visual and design techniques to communicate advertising messages efficiently and effectively
- Key features of an industry, services, products and organisation
- Principles and purposes of advertising
- Principles and elements of design used in print advertisements
- Range of available advertising approaches for different markets
- Key provisions of relevant legislation, codes of practice and national standards affecting business operations
- Ethical principles relevant to the advertising industry.