

<b>Unit Title:</b>	Produce Copy for Digital Media Communication
<b>Unit Level:</b>	Three
<b>Unit Credit Value:</b>	6
<b>Unit Code:</b>	WNI798
<b>Unit Type:</b>	Academic Subject Content
<b>Unit Review Date:</b>	31/12/2028
<b>Graded / Ungraded:</b>	Graded

### This unit has 3 learning outcomes:

Learning outcomes	Assessment criteria
<b>The learner will:</b>	<b>The learner 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.

### Assessment (Graded)

1. Meets assessment criteria	At least a Pass
2. Further grading	
▪ Meets assessment criteria but not merit grading standards	Pass
▪ Meets assessment criteria and merit but not distinction grading standards	Merit
▪ Meets assessment criteria and distinction grading standards	Distinction