

## IM15 Write And Edit Copy For Interactive Media Products

Example job titles: Copywriter, Copy Editor, Webmaster

Overview	Knowledge and Understanding	Awareness	Performance Statements
<p>This unit is about your ability to write and/or edit text-based material for an interactive media product. This could range from short user instructions to entire web pages.</p> <p>You may need to:</p> <ul style="list-style-type: none"> <li>▪ Respond to a detailed or sketchy brief, or write up an original idea of your own;</li> <li>▪ Determine the content and style of text-based content;</li> <li>▪ Be responsible for the overall direction and quality of the text-based content.</li> </ul> <p>It is essential that you understand and have empathy with the particular medium for which you are writing.</p> <p>This unit is related to IM23, but is concerned with the copy that users will see, as opposed to any narrative underpinning the product.</p>	<p><b><i>This is what you must know</i></b></p> <ol style="list-style-type: none"> <li>a. How to clarify the purpose of the text and its target audience;</li> <li>b. The principles of grammar, punctuation and spelling for the language in which you are writing;</li> <li>c. How to create text that is easily accessible by its target audience;</li> <li>d. How to structure text-based content effectively for the target audience and delivery medium;</li> <li>e. Relevant constraints, possibilities and opportunities offered by the target medium or platform for communicating with text;</li> <li>f. How to check the reliability and currency of any information sources you use;</li> <li>g. When and from whom, to seek advice on the accuracy, legality, usability and fitness for purpose of the text;</li> <li>h. How to write text that takes account of search-engine optimisation techniques while remaining attractive and readable for humans;</li> <li>i. How to write text for a non-linear medium.</li> </ol>	<p><b><i>This is what you must be aware of</i></b></p> <ol style="list-style-type: none"> <li>i. Different styles of writing and how these impact on different audiences;</li> <li>ii. Different cultures and the issues that can arise from localisation and internationalisation of content;</li> <li>iii. Tools and methods for checking grammar, punctuation and spelling;</li> <li>iv. Any relevant conventions, style guides or policies that you need to follow;</li> <li>v. Relevant legislation concerning intellectual property, copyright, libel and obscenity;</li> <li>vi. Usability issues and relevant accessibility standards and guidelines;</li> <li>vii. Any constraints or considerations arising from use of an on-line content management system;</li> <li>viii. The relevance of metadata and any <b>metadata schema</b> or classification system that you should apply to the material you produce.</li> </ol>	<p><b><i>This is what you must be able to do</i></b></p> <ol style="list-style-type: none"> <li>1. Write in a style suitable for the target audience and the purpose of the communication;</li> <li>2. Maintain a consistent style both within texts and between related texts;</li> <li>3. Use correct grammar, appropriate punctuation and accurate spelling;</li> <li>4. Structure the text-based content so that it is easy to read and navigate;</li> <li>5. Follow relevant writing conventions, style guides and policies;</li> <li>6. Produce appropriate captions or descriptions to accompany any assets used;</li> <li>7. Provide clear, consistent and accessible wording for any hyperlinks, and clearly specify link targets;</li> <li>8. Specify metadata, such as keywords and descriptions, where appropriate;</li> <li>9. Proof-read your copy to check for spelling, grammatical, typographic or other errors;</li> <li>10. Check that any facts and figures you quote are accurate;</li> <li>11. Comply with relevant legislation concerning the content of the text.</li> </ol>