

**1XXXXX****Design and produce promotional materials for a creative product using technology**

|                           |   |
|---------------------------|---|
| <b>Kaupae   Level</b>     | 4   |
| <b>Whiwhinga   Credit</b> | 25  |
| <b>Whāinga   Purpose</b>  | <p>This skill standard is for ākonga/learners in the creative industries who need to develop the skills and knowledge, using technology, to promote a creative product.</p> <p>Ākonga/learners will develop skills and knowledge of creative processes to select, adapt, and apply technologies and tools to effectively promote a creative product within a creative sector.</p> <p>Ākonga/learners credited with this standard will be able to plan, develop, produce and evaluate promotional materials for the promotion of a creative product.</p> |

**Hua o te ako me Paearu aromatawai | Learning outcomes and assessment criteria**

| Hua o te ako   Learning outcomes  | Paearu aromatawai   Assessment criteria   |
|---|---|
| 1. Produce a creative brief that uses technology to promote a creative product. | a. Develop a creative brief that uses technology to promote a creative product.   |
| 2. Produce promotional materials for a creative product.                        | a. Explore and generate ideas for a creative product's promotional materials.   |
|   | b. Apply sector related creative processes of discovery, conceptualization, review and iteration to generate and develop the ideation into concepts to meet the brief requirements. |
|   | c. Evaluate and refine the concepts against the brief and design principles.  |
|   | d. Produce promotional materials by applying appropriate industry conventions.  |
|   | e. Refine and improve promotional materials through feedback and finalise.  |
|   | f. Adapt content and media to suit platform specifications and audience expectations.   |
| 3. Evaluate the promotion of a creative product.                                | a. Collect and analyse feedback from audience engagement, analytics, and/or stakeholders.   |
|   | b. Evaluate the effectiveness of a creative product's promotion against the requirements of the creative brief.   |

**Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria****Assessment specifications:**

Promotional materials are produced using technology and accompanied by a creative brief.

The creative brief includes tools, technologies, platforms, formats, timelines, outputs, target audience, deliverables and responsibilities.

The creative design process is evidenced with iterations of the promotional materials.

Creating and adapting content and media includes relevant legal and ethical considerations.

### Definition

**Industry conventions** refer to the characteristics and constraints applicable to a sector, for example:

- Clear and consistent use of a branding, use of design principles (hierarchy, balance, repetition, accessibility)
- Medium-Specific Elements:
  - Print: layout grids, image – text balance, legible typography
  - Broadcast (TV/radio): voiceovers, jingles, catchphrases
  - Social media: hashtags, interactive tools, trending formats.

**Media conventions and elements** refer to components that support integration into a production or presentation. Examples include:

- Web: headings, hyperlinks, alt text, metadata, layout cues
- Scripts: dialogue, scene descriptions, timing, transitions
- News/opinions: headlines, subheadings, pull quotes, image captions

**Advertising conventions and elements** refer to the practices and features shaping how ads are made and understood and include:

- Target audience focus
- Persuasive techniques (language, emotion, humour, aspiration)
- Calls to action (CTA)
- Cultural relevance
- Branding, imagery, typography, headlines, copy, layout, music, sound effects, voice over, cultural relevance
- Contact information or links.

### **Ngā momo whiwhinga** | Grades available

Achieved

### **Ihirangi waitohu** | Indicative content

- Platform-specific content requirements (e.g. social media, design software, scheduling tools, websites, email marketing)
- Creative design process
- Accessibility and inclusivity in content development
- Producing and/or adapting promotional materials (e.g. images, videos, posts, email campaigns)
- Legal and ethical considerations (e.g. Copyright, licensing, digital safety, fair trading act, cultural respect and awareness)
- Content distribution and scheduling strategies
- Identifying stakeholders and matching technology choices.
- Communication with stakeholders
- Analytics and feedback tools
- Audience engagement analysis (e.g. likes, shares, comments, ticket sales).

### **Rauemi** | Resources

- [Copyright Licensing New Zealand • Let's do the right thing.](#)
- [ASA – Advertising Standards Authority – Every ad a responsible ad](#)

- Fair Trading Act 1986
- [Unsolicited Electronic Messages Act 2007 No 7 \(28 October 2021\), Public Act Contents – New Zealand Legislation](#)
- [Health and Safety at Work Act 2015 No 70 \(05 April 2025\), Public Act Contents – New Zealand Legislation](#)

### Pārongo Whakaū Kouna | Quality assurance information

|  |                                       |
|--|---------------------------------------|
| <b>Ngā rōpū whakatau-paerewa  </b><br>Standard Setting Body                                | Toi Mai Workforce Development Council |
| <b>Whakaritenga Rārangi Paetae Aromatawai  </b><br>DASS classification                     | Field > Subfield > Domain             |
| <b>Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga  </b><br>CMR | <nnnn>                                |

| <b>Hātepe  </b> Process                                 | <b>Putanga  </b><br>Version | <b>Rā whakaputa  </b><br>Review Date | <b>Rā whakamutunga mō te aromatawai  </b><br>Last date for assessment |
|---|-----------------------------|--------------------------------------|---|
| <b>Rēhitatanga  </b> Registration                       | 1                           | TBC                                  | N/A   |
| <b>Kōrero whakakapinga  </b><br>Replacement information | N/A                         |                                      |   |
| <b>Rā arotake  </b><br>Planned review date              | TBC 5 years from listing    |                                      |   |

Please contact Toi Mai at [qualifications@toimai.nz](mailto:qualifications@toimai.nz) to suggest changes to the content of this skill standard.