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MANAGE ADVERTISING PRODUCTION

CANDIDATE RESOURCE & ASSESSMENT
BSBADV603B

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Precision Group (Australia) Pty Ltd
9 Koppen Tce, Cairns, QLD, 4870
Email: info@precisiongroup.com.au
Website: www.precisiongroup.com.au

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Manage Advertising Production

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This symbol indicates the beginning of new content. The bold title matches the content of the competency and they will help you to find the section to reference for your assessment activities.

Activity: Whenever you see this symbol, there is an activity to carry out which has been designed to help reinforce the learning about the topic and take some action.

This symbol is used at the end of a section to indicate the summary key points of the previous section.

This symbol is used to indicate an answer to the Candidate's questions or notes to assist the Facilitator.

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Qualification Pathways

"There are always two choices. Two paths to take. One is easy. And its only reward is that it's easy". Source Unknown

This unit of competency is provided to meet the requirements of BSB07 Business Services Training Package although it can be used in a range of different qualifications. The BSB07 Business Services Training Package does not state how a qualification is to be achieved. Rather, Registered Training Organisations are required to use the qualification rules to ensure the needs of the learner and business customer are met. This is to be achieved through the development of effective learning pwrograms delivered in an order that meets the stated needs of nominated Candidates and business customers.

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Qualification Rules

Qualification requirements include core and elective units. The unit mix is determined by specific unit of competency requirements which are stated in the qualification description. Registered Training Organisations then work with learners and business customers to select elective units relevant to the work outcome, local industry requirements and the qualification level.

All vocational education qualifications must lead to a work outcome. BSB07 Business Services Training Package qualifications allow for Registered Training Organisations (RTOs) to vary programs to meet:

- **Specific needs of a business or group of businesses.**
- **Skill needs of a locality or a particular industry application of business skills.**
- **Maximum employability of a group of students or an individual.**

When packaging a qualification elective units are to be selected from an equivalent level qualification unless otherwise stated.

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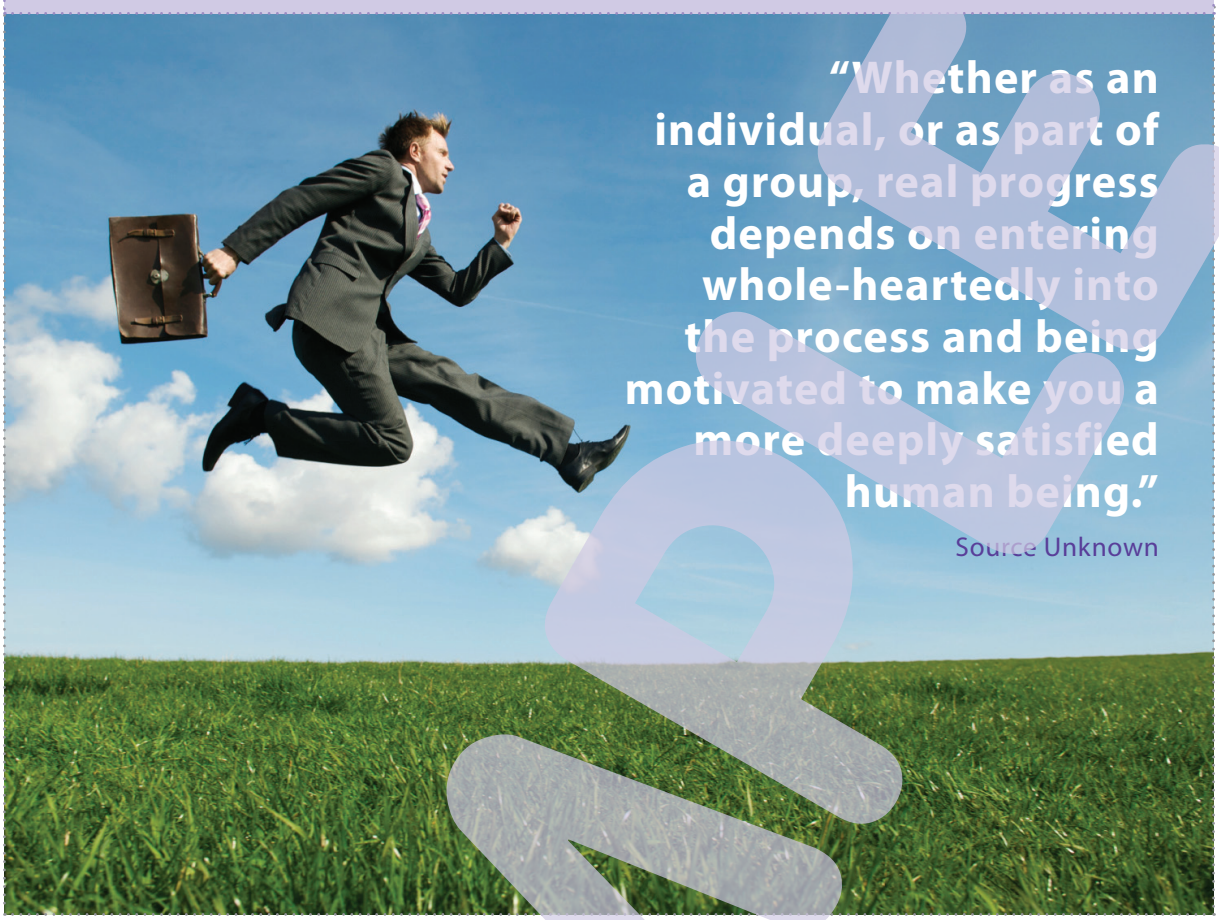
Introduction



This unit of competency is about being able plan, direct, monitor and evaluate the production of electronic and print advertising. It will help you with the skills you need to demonstrate competency for the unit BSBADV603B Manage Advertising Production. This is one of the units that make up the Advanced Diplomas in Business.

This manual is broken up into four sections. They are:

1. **Plan the Production Process for Advertisements**
2. **Evaluate and Select Suppliers**
3. **Direct the Advertising Production Process**
4. **Evaluate Advertising Production**

At the conclusion of this training you will be asked to complete an assessment pack for this unit of competency. The information contained in this resource will assist you to complete this task.

On competent completion of the assessment, you will have demonstrated your ability to manager the document design for your organisation.

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PART 1:

Plan the Production Process for Advertisements

Key Points Section 1

The initial planning for production of an advertisement involves:

- Ensuring you are aware of when the ad is needed and what budget has been allocated.
- Looking at the brief to determine what factors are present that may be unique to the campaign.
- Looking at the types of production processes you may adopt.
- Planning a schedule that will enable the work to be produced on time.
- The brief that you receive to base your work on will outline what the advertiser wants to achieve from the advertising, and so needs to be carefully considered when looking at the way you will produce the advertising.
- Each ad is different and so will have a unique set of specifications.

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The Process

Once the creative aspects of the advertising process have been completed, we need to move to the next step of the process, taking the idea and turning it into a completed advertisement.

However, there are a lot of questions that still need to be asked. What do we have to send to the publication people so they can print the ad? What are the preparations and printing procedures? How long will all of this take?

It is important for all advertising and marketing staff to have a good knowledge of production. The process of converting an idea into something that is given to the printers is known as the conversion process and is generally the responsibility of the advertising agency.

The production requirements of an advertisement will vary depending on the complexity of the ad itself. We will concentrate in this section on print and electronic advertising. We will begin with print production.

Selecting a Production Process

In most cases, the printing process used will depend primarily on the medium that the ad itself will be running in. It is entirely dependant on that - not on the advertiser or the agency. This means that you need to have a solid understanding of exactly what process will be used by the magazine or newspaper it will be running in. However, in some areas of production, such as ad-inserts, direct mail and point of sale displays there is some flexibility, as the advertiser will make the final decision as to the production process to be adopted.

In order to deal effectively with the printers, you need to have some knowledge of the production techniques and which ones are most appropriate for the job concerned. If the printing process is not determined for you, you should begin the process by deciding which of the many available processes are most suitable for your job. There are two major processes used in advertising. They are:

Letterpress Printing

Have you ever used a rubber stamp? These stamps have a raised surface that is used to transfer ink from one surface to another. This is the same principle that is used in letterpress printing. Thinking about that rubber stamp - you press a raised surface against the ink pad, then press it on to some paper. When you press it against the paper you will see that the ink is transferred from the stamp to the paper and the message is transferred.

In letterpress printing, the area to be printed and inked is raised up and this is then inked. The inked plate of material is then pressed against the paper and the result is a printed impression. All types of copy must be converted to a photo engraving before any type of printing can actually occur.

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Offset Lithography

Nearly all modern printing is printed using offset printing machinery. However, you may find that short-run jobs are now being done digitally instead of using offset. The basic principle of offset printing is that ink and water simply don't mix.

The image is transferred from the printing plate to a rubber blanket and then to the paper. The ink will adhere to the image but not to any area that is damp - so when the image is pressed on to the paper, the image is reproduced.

When using offset printing, it is important that the printer you want to use can deliver the quality you expect. Printing is almost an art form, particularly offset printing. Look for clean lines and sharp type.

You often will not have a choice of printing process, but when you do, look for a printer that is able to deliver the quality that you require at the right price. We will deal with choosing suppliers in the next section.

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Production Scheduling

We will now move on to examine production scheduling for an advertising campaign. Since we already are aware of when the advertising campaign needs to be produced by (from the media schedule) we can then back track and look at how the schedule for producing the advertising can be created.

To ensure that the creative and production work moves along with the precision required of it, a time schedule is produced early in the campaign planning process. You begin by examining the closing date which is the time that the finished materials must arrive at the printer or media network in order to be aired or printed. Once this is known you are able to work backwards along the calendar to determine when work must begin in order to meet the closing date. In general terms modern printing processes mean that for newspapers the deadline is generally a day or two before publication date, while magazines may require up to 3 weeks before press date for the necessary materials to be delivered. TV stations generally accept work the day before, although vetting time may also be required.

Let's look at a typical production schedule for both television and print advertising, to get an idea of the steps involved:

Print Schedule

Task Name	Description	Finish
Briefing Meeting	When the client firsts meets with the agency regarding a campaign.	As required.
Layout and Copy Due	When the copywriter and art director are required to submit their work to the client for approval.	Generally allow 2 weeks, although this can be rushed as required.
Layout and Copy Approved	Client gives the go ahead for development.	Generally at the above meeting.
Estimates Requested	Traffic may ask internal and external agencies for bids for creating any artwork or photography.	These may be due within a week.
Art Due	Depending on the nature of the campaign this may only take a day or may take much longer. It will depend on what is required.	Varies.
Art and Final Layout Approved	Meeting with the client to approve artwork and layout and make any changes.	Depending on the number of changes needed this may be immediate or may take another week or two.
Final Proof Approved	Final meeting with client before work is sent to printer.	
Materials Due at Publication	By the closing date.	

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The above table shows the steps involved in the production process of a print advertisement. The complexity of the artwork can vary significantly and may take just a day (in the case of stock art) or weeks (if art work is commissioned from an artist). In the main, the creative process should take no more than two weeks, and production overall should be completed within 1-6 weeks depending on the complexity of what is being asked for.

Now that we have examined the production schedule for print advertising, let's look at how this compares to television production. In this case, we will provide actual dates for production. In most cases a major television commercial can take around 6 weeks to produce.

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Television Production

Task Name	Description	Finish
Script and Storyboard Development	The art director and copywriter work on developing the advertisement.	May 20-June 1
Client Approves Ad	The client approves the ad and production can begin.	June 2
Bids and Estimates	The traffic department work with production companies to finalise costs and bids for production are submitted.	June 3-8
Client Approves Budget	The client looks at bids, selects production company and approves the overall budget.	June 9
Preproduction and Casting	Around 2 weeks is given to the production company to work on preproduction, while casting and location scouting occurs. During this time equipment is organised, props made and costumes found.	June 10-23
Shoot	Most television commercials can be shot in a day or two, but this obviously varies depending on the complexity of what is needed.	June 24-25
Edit	Editing of an advertisement generally takes a further 2 days.	June 26-28
Client Approves Rough Cut	The first version of the ad is approved by the client.	June 29
Sound Mixing and Music	The soundtrack is added.	June 30-July 3
Client Approves Final Print	The ad is ready to ship.	July 4

In this case, the television ad has taken around 6 weeks from inception to shipping. This can vary significantly depending on what it is that you need, and it is the role of the producer to bring all the elements together so that the ad is produced on time and on budget.

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Radio production

Radio production is relatively straight forward and so will not be covered in detail here. Generally speaking a radio ad can be produced in a matter of hours if needed and generally within a day or two of the script being approved by the client.

Master Schedule

Once you have created individual schedules for each element of the production of the advertising campaign, they can be brought together into a master schedule which outlines what needs to be produced and by when. It is a good idea to build milestones into your schedules so that individuals involved can keep track of the work ensuring everything is running according to plan.

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What Comes Next...

Now that you have an understanding of the different processes associated with advertising production, let's look at how this is affected by the brief itself. The brief that you receive to base your work on will outline what the advertiser wants to achieve from the advertising, and so needs to be carefully considered when looking at the way you will produce the advertising. Things you may like to consider include:

- **When is the advertising required?**
- **What budget do you have to work with?**
- **What is the advertiser trying to achieve?**
- **What level of quality do they desire?**
- **What type of image are you trying to project?**

Each of this will play a part in you determining the production processes that you need to put in place for an advertisement.

Preproduction

The process of producing an advertisement begins well in advance of the actual ad itself going into production. It is important that the preproduction is handled in such a way that it allows the actual ad itself to be produced quickly and on time. The preproduction processes will vary depending on the production methods and type of advertising (which is why it is so crucial to have a solid understanding of these facets from the creative brief). Areas that need consideration include:

- **Receipt and review of advertising copy:** Once the copy writer has supplied the final copy, it is important that this is reviewed for errors and that the copy itself is typeset appropriately before the production itself begins.
- **Receipt of visual elements and layout:** Once the visual elements are supplied, they should be reviewed carefully. Look at the way the branding elements have been used and whether these are in line with advertiser specifications, ensure colours and overall layout is appropriate for the methods adopted.
- **Rehearsals:** For television production, ensure that time for rehearsals are scheduled in. Like any production, the production team will need time to become familiar with the way the ad is to look and feel and the talent will need to run through the ad numerous times so that they are comfortable with what is required of them.
- **Scripts:** Ensure scripts are produced for both the talent and the production team so that all members can become familiar with the content of the ad.
- **Set construction:** If a set is to be produced, time will be needed to ensure that it is made on time and that the creative team and the client are able to approve it before production. There are numerous companies that specialise in set design and production, or it can be done in-house using reliable joiners.

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- **Storyboards:** Storyboards should be produced for television ads by the creative team. They are designed to allow the production team to visualise an ad before it is produced. They should be made available to the director and the production team well in advance so that they can plan their shots and schedule the way they will produce the ad.

Specifications

Finally, let's look at specifications. Each ad is different and so will have a unique set of specifications that need to be considered. The specifications of an ad will also affect the type of suppliers that need to be contracted to undertake the work itself. Some of the more common specifications include:

- **art reproduction**
- **aspect ratio**
- **colour register**
- **colour reproduction**
- **colour separation**
- **composition**
- **computerised colour reproduction**
- **film**
- **halftones**
- **line art**
- **photography**
- **process colour**
- **screens**
- **spot colour**
- **typesetting**
- **video.**

Looking through this list, you are likely to recognise which specific specifications will apply to the advertisement that you are working on. Once you are aware of which ones will have a major effect on the production you are undertaking, it is important that you look at whether you can undertake the specific work in-house or need to outsource it to another agency or design firm. Many print and electronic production houses are able to ensure that the work you are asking for meets the specifications.

You may also find that the media that you are using may effect the specifications. Different magazines may have specific requirements for how the advertising they receive needs to be. Check through the specific requirements of the ad that you are submitting to ensure that you meet these specifications, so that this does not delay the ad being placed.

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Activity One

Think of your favourite TV advertisement. What areas of production does it have that may differ from the schedule that is presented previously? Create a new schedule incorporating any new tasks for this specific advertisement.

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Section 1 - 'True' or 'False' Quiz

Please tick ✓	True	False
Advertising staff do not require knowledge of production processes.		
The printing process used will depend primarily on the medium that the ad itself will be running in.		
Digital printing is most often used for short-run print jobs.		
In letterpress printing, the area to be printed and inked is raised up and this is then inked.		
Letterpress printing relies on ink not mixing with water.		
Radio ads are slow to produce.		
Closing date is when shooting is to be completed.		
Television shoots typically take 1-3 days.		
A simple print ad can be produced in a week.		
Casting is part of preproduction.		

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