

Title	Lay out pages intended for publication		
Level	3	Credits	3

Purpose	<p>This unit standard is at an introductory level and is for students who may be interested in pursuing a career in journalism.</p> <p>People credited with this unit standard are able to lay out pages, and write headlines and captions for the laid out pages.</p>
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Classification	Journalism > Preliminary Journalism Skills
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Available grade	Achieved
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Entry information	
Recommended skills and knowledge	Unit 27610, <i>Demonstrate basic understanding of news stories and the role of journalists.</i>

Explanatory notes

- 1 This unit standard is for use at an introductory level, not as part of a professional journalism course.
- 2 Reference texts
 - Harrower, Tim, *Inside Reporting: A Practical Guide to the Craft of Journalism* (New York: McGraw-Hill, 2010);
 - Lee, Allan and Treadwell, Greg, *Newspaper Editing and Design* (Auckland: Pearson Prentice Hall, 2009).
- 3 Assessment
 - Evidence is required for the layout of two tabloid pages or a minimum of four A4 pages intended for publication in a school magazine, newspaper or in-house publication.
- 4 Definitions
 - *graphics* refer to illustrations, photographs, line drawings, tables, graphs, cartoons, general artwork, infographics, videos;
 - *story* refers to any text article such as a feature, news story, review or column.

Outcomes and evidence requirements

Outcome 1

Lay out pages.

Range evidence is in accordance with the reference texts and meets the requirements of the intended publication.

Evidence requirements

- 1.1 Layout assists readability and creates a logical path for the reader to follow.
- 1.2 Depth and size of headings suit story size, ranking, and page design.
- 1.3 Graphics reinforce story and enhance design.
- 1.4 Photographs are sized and cropped to fit the page and the story.
- 1.5 Layout and design features relate to the target audience.

Outcome 2

Write headlines and captions for the laid out pages.

Range evidence is in accordance with the reference texts.

Evidence requirements

- 2.1 Headlines give the main angle of the story, fit the space available, and are written to catch readers' attention.
- 2.2 Captions provide necessary information about the photographs.
- 2.3 Captions match tone of photographs and of the story.

Replacement information	This unit standard replaced unit standard 10829
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Planned review date	31 December 2016
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	19 January 2012	N/A

Consent and Moderation Requirements (CMR) reference	0002
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Please note

Providers must be granted consent to assess against standards (accredited) by NZQA, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Requirements for consent to assess and an outline of the moderation system that applies to this standard are outlined in the Consent and Moderation Requirements (CMR). The CMR also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

Comments on this unit standard

Please contact Competenz info@competenz.org.nz if you wish to suggest changes to the content of this unit standard.