



SIRXECM002

Prepare Digital Content

Assessment 4 of 4

Case Study and Tasks

Assessor Guide



Assessment Instructions

Task overview

This assessment task is divided into two [2] case studies with associated tasks to complete. Read each question carefully before typing your response in the space provided.

Additional resources and supporting documents

To complete this assessment, you will need to access:

- Tasty Bites Cookies Marketing Plan (provided on LMS)
- Facebook Business Page



Assessment Information

Submission

You are entitled to three [3] attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.



Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment (e.g. allowing additional time)
- the evidence gathering techniques (e.g. oral rather than written questioning, use of a scribe, modifications to equipment)

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.



Please consider the environment before printing this assessment.



The following assessment tasks use a simulated business called Complete Business Solutions Australia [CBSA]. To complete the assessment tasks, students will need to access information, templates, policies and procedures associated with CBSA. These documents can be accessed on CBSA's intranet accessible via the website. To access; head to www.cbsa.com.au.

Task 1: Feedback from Gavin

To begin this task please read the following email and its attachment, then complete the tasks that are associated with this case study.

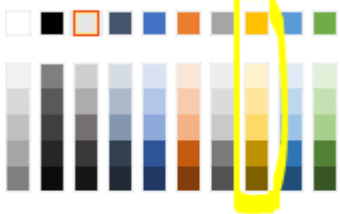
	To	Tina Hughes [tina.hughes@cbsa.com.au]
	From	Gavin Stead [gavin.stead@cbsa.com.au]
	Date/ Time	Monday 10am
	Subject	Feedback on Content
	Attachment	Images for feedback
<p>Good Morning Tina,</p> <p>Thank you for sending across the content you have created. The team and myself have reviewed it and want to congratulate you on an amazing job for your first project and getting this together so quickly and professionally.</p> <p>From our review we have some feedback for you that we would like for you to incorporate into the content before we commence the uploading and testing of the content in the digital space.</p> <p>Feedback:</p> <ul style="list-style-type: none"> We have amended the Tasty Bites Cookies Logo, can you please make sure all of the content has this logo added to it as much as possible. Please find the logo below. 		



- As well for the visual content we would like the same colour pallet used through out all of the visual products and videos. This is the colour pallet screen shot from the windows tab. The yellow to brown section.

High-contrast only Off


Theme Colors



Standard Colors



No Color

 More Colors...

- Can we have this image included in the promotional material, you may choose where you want to add this. This image was sent over from Tasty Bites and they wish for us to incorporate this into the content somewhere



Promotional Blog

- Can we add in the promotional blog that coming soon will be a vegan cookies being added to the store

YouTube Video

- The YouTube video can we have it to a maximum of 30 seconds. With the colour pallet that of which has been identified above. Please make sure those colours are used throughout (yellow to browns)

Purchasing Information

- Can you add in the content that they can purchase cookies in store or online. Online orders are next day delivery.
- Costing is
 - 1 cookie = \$2.00, 3 Cookies = \$5.00. 6 Cookies = \$10.00, 12 Cookies = \$20.00

Once you have made the rectifications on the content and added the new material can you please send me an email with an explanation on the changes that you have incorporated so I can approve this work and we can commence the last section of uploading and testing the content before release.

Please make sure that you save the original content you have created and archive it for submission at the end of this assessment.

Thanking you

Gavin Stead
 Managing Director
 300 Fictional Way, Sydney, NSW 2000
 Phone: 1800 111 222
www.cbsa.com.au



Task 1: Email to Gavin Stead

Assessor Instructions

Purpose of the Task

- The student needs to review the feedback and recommendations from Gavin and the team and amend their promotional content to reflect the feedback that has been given and aligns with the new requirements.

Guidance to Assessors About this Task

- The student will create an email to Gavin outlining the changes they have made to the content they have created that aligns with the feedback from Gavin and the team. The changes and responses will vary depending on the content first created.
- Assessors will check to make sure the following has been added to the promotional material:
 - New logo has been added to the content
 - Vegan Cookies has been mentioned in the promotional material
 - YouTube video is under 30 seconds
 - Content aligns with the colour pallet presented in the email
 - Purchasing information and prices have been added to the content
- Examples of answers the students will need to address in the email to Gavin have been provided below

Students feedback will vary based on the students original product they have created and the changes that they need to make to their content.

Approximate word count: 40-80 words in each section

	To	Gavin Stead (gavin.stead@cbsa.com.au)
	From	Tina Hughes (tina.hughes@cbsa.com.au)
	Date/ Time	
	Subject	Amendments to the Promotional Content for Tasty Bites Cookies
	Attachment	

Hi Gavin,

Thank you for providing the feedback from you and the team. I have reviewed the recommendations and have made the necessary rectifications that are outlined in the email below.

Promotional Blog

- Amended the content to include the changes from Gavin including the new addition of vegan cookies to be released.
- Purchasing content information to be added to the blog
- Content aligns with the style guide

Product Descriptions

- Added Vegan cookies to the description
- New logo is used

Social Media Post

- The new logo is referenced
- Marketing material is incorporated
- Content aligns with the marketing guide and the new recommendations

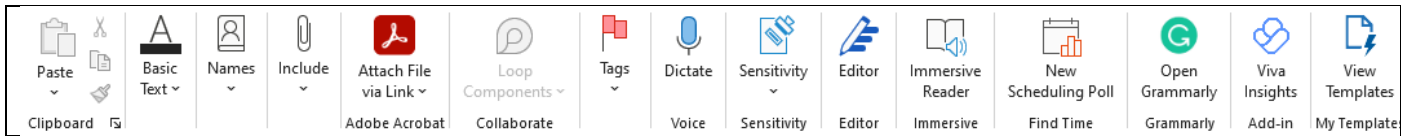
YouTube Video

- Amended the video to be in the correct colour scale.
- Ensured the video references the new logo
- The provided image for promotional material has been added
- Purchasing content has been added to the video
- Vegan cookies has been referenced
- The video is under 30 seconds long

Tina Hughes
Marketing Team CBSA
300 Fictional Way, Sydney, NSW 2000
Phone: 1800 111 222
www.cbsa.com.au



Task 2: Upload and archive digital content



	To	Tina Hughes (tina.hughes@cbsa.com.au)
	From	Gavin Stead (gavin.stead@cbsa.com.au)
	Date/ Time	Wednesday 9am
	Subject	Uploading and archiving digital content
	Attachment	

Hi Tina,

Thank you for going over the feedback and making the necessary changes.

Now it is time to upload and test the content out on a social media platform. At the beginning of this assessment there were instructions left about being able to make a Facebook Business Page.

Part A:

Once you have created the Facebook Business Page I need you to do the following steps:

- Use the new logo and upload it to the page
- Title the page Tasty Bites Cookies

Part B:

Once you have created the Facebook Page and upload the logo and name the page I need you to do the following:

- Create four (4) posts on the business page uploading the four promotional content you have made.
 - Make a post using the content you created in the promotional blog
 - Make a post sharing the product description you have created
 - Make a post sharing the opening day coupons
 - Upload the YouTube video you have created promoting Tasty Bites Cookies

Make sure when you are posting the content that it is

- The content must be displayed in a visually appealing manner
- Review the content to ensure it is designed to improve the user experience

Once you have done this we will need you to do screenshots from your computer showing the content uploaded. Once you have done that, log on to the page using a mobile device (mobile phone, iPad/ tablet device) and take screen shots of all the posts to show them on your mobile device. This page allows you to do this in a close connection mode as the page is private and not live yet.

Part C:

Once you have finished doing the uploads I will need for you to archive the content that you have created on your computer ready for transfer to the company online drives. To complete this I need you to title the documents with the following file names:

Main Folder: Company name

Sub Folder: Archive

Document: Title of document- Company Name- Date- Version

Once you have done this, take a screen shot of the folder set up.

Gavin Stead

Managing Director

300 Fictional Way, Sydney, NSW 2000

Phone: 1800 111 222

www.cbsa.com.au



Assessor Instructions

Purpose of the Task

- This task has been designed to allow the student to practice uploading and archiving the digital content that has been created.
- Part A: is getting the student to set up the Facebook Business Page, evidence against this point will be provided in the screen shots that they need to take and attach to the assessment.
- Part B: The student needs to upload the content they have created in Task 1 and uploaded it to the Facebook Page that has been created in Part A. The student needs to display the content [all 4 pieces of content] and take screen shots on 2 devices [a computer and phone or mobile device] of the content being posted and uploaded.
- They are then required to complete the questions provided under the screenshot submission area. Exemplar answers have been provided on potential answers from the students. Answers will vary depending on the content they have created.
- Part C: Is demonstrating archiving content before it is uploaded. Student will need to save the content on their computer and create the files and naming convention based on the instructions in Part C. Once they have created it they need to screen shot and add it to the assessment to demonstrate they have followed the instructions. See the naming convention
 - Main Folder: Company name
 - Sub Folder: Archive
 - Document: Title of document- Company Name- Date- Version

Guidance to Assessors About this Task

- Students are to provide screen shots of the content uploaded on the Facebook page. They need to show screen shots from the computer and a mobile device
- Exemplar answers are provided in boxes below
- Screenshots and content will vary depending on the student and their creation
- Students must use the material and feedback in Task 1 provided and used in the final products

Part A

Please provide a screen shot of the Facebook Business Page that shows the logo and page title clearly displayed. Add the image into the "Add Image" section.

Note: Use the snipping tool on your PC to assist with the screen shot.

Assessor Instruction

- This task has been designed to allow the student to practice uploading and archiving the digital content that has been created.

Acceptable Responses must include:

- The student must provide a screen shot. In the screen shot you must be able to see
 - The logo that was provided in Task 1
 - The name of the Facebook Page: Tasty Bites Cookies

Screenshot	Logo and Page Title
Device	Computer
<i>[Add Image]</i>	

Screenshots

Part B

Please provide a screen shot of the required tasks outlined in the "Screenshot" section of the table that shows the required piece of work clearly displayed. Add the image into the "Add Image" section.

Once completed answer the questions in the spaces provided.

Note: Use the snipping tool on your PC to assist with the screen shot.

Assessor Instruction

- This task has been designed to allow the student to practice uploading and archiving the digital content that has been created.

Acceptable Responses must include:

- Student must provide a screen shot of the following pieces of work displayed on the Facebook Page across 2 different devices.

- Promotional Blog
- Product Description
- Opening day coupon
- YouTube Video
- The content must demonstrate the following:
 - New logo has been added to the content
 - Vegan Cookies has been mentioned in the promotional material
 - Content aligns with the colour pallet presented in the email
 - Purchasing information and prices have been added to the content
- Student is then to answer 2 questions. Guidance for answers is provided in the spaces. The candidate responses must align with the examples provided in the boxes.
- Students are to confirm the test outcome if it was successful and if they need to make any amendments

Screenshot	Promotional Blog
Device	Computer
<i>[Add Image]</i>	

Test Outcomes	
Detail any amendments (if required)	

Screenshot	Product Description
Device	Computer
<i>[Add Image]</i>	

Test Outcomes	
Detail any amendments (if required)	

Screenshot	Social Media Post- opening day coupon
Device	Computer
<i>[Add Image]</i>	

Test Outcomes	
Detail any amendments (if required)	

Screenshot	YouTube Video
Device	Computer
<i>[Add Image]</i>	

Test Outcomes	
Detail any amendments (if required)	

Screenshot	Promotional Blog
Device	Mobile Device
<i>[Add Image]</i>	

Test Outcomes	
Detail any amendments (if required)	

Screenshot	Product Description
Device	Mobile Device
<i>[Add Image]</i>	

Test Outcomes	
Detail any amendments (if required)	

Screenshot	Social Media Post- opening day coupon
Device	Mobile Device
<i>[Add Image]</i>	

Test Outcomes	
Detail any amendments (if required)	

Screenshot	YouTube Video
Device	Mobile Device
<i>[Add Image]</i>	

Test Outcomes	
Detail any amendments (if required)	

How did you make the content displayed in a visually appealing manner?

Approximate Word Count: 20-50 words

Exemplar Answer:

- Consistent styling that aligns with the style guide
- Using images, graphics and video to engage audiences
- Using colour schemes consistently throughout the promotional material
- Personalising content based on target audience

How did you ensure the content to ensure it is designed to improve the user experience?

Approximate Word Count: 20-50 words

Exemplar Answer:

- Using clear and concise language throughout the wording
- Making sure understanding the target audience and making the posts appealing
- Using web pages that are appealing to target audiences
- Using digital tools that allow accessibility
- Engaging user testing
- Call to action

Part C

Please provide a screen shot of the required tasks outlined in the "Screenshot" section of the table that shows the required piece of work clearly displayed. Add the image into the "Add Image" section.

Note: Use the snipping tool on your PC to assist with the screen shot.

Assessor Instruction

- This task has been designed to allow the student to practice uploading and archiving the digital content that has been created.

Acceptable Responses must include:

- The student is to provide a screenshot title. In this task the student needs to demonstrate they have archived the content ready to be uploaded to the server. The files need to be displayed using the following naming convention:
 - Main Folder: Company name
 - Sub Folder: Archive
 - Document: Title of document- Company Name- Date- Version

Screenshot	Archive screenshot
<i>[Add Image]</i>	

Task 3:

Please upload the promotional content you have created when uploading this assessment on the assessment landing page. We require both the original content that was created in Assessment 2 and the content that you have created for Assessment 3.

Assessor Instruction

- Students are to upload the content for the assessor to review. This will be uploaded into the platform. Assessors will be required to view the content and make sure it adheres to the following:

Acceptable Responses must include:

Promotional Blog

- Vegan Cookies has been mentioned in the promotional material
- New logo has been added to the content (if visuals have been used)
- Brand Idea
- Brand Assets
- Our brand message
- Product details
- Consumer's Insights.

Product Descriptions

- New logo has been added to the content (if visuals have been used)
- Purchasing information and prices have been added to the content (if mentioned)
- Calories
- Carbs
- Packaging details

Social Media Post

- Content aligns with the colour pallet presented in the email
- New logo has been added to the content
- Purchasing information and prices have been added to the content 1 cookie = \$2.00, 3 Cookies = \$5.00. 6 Cookies = \$10.00, 12 Cookies = \$20.00

YouTube Video

- YouTube video is under 30 seconds
- Content aligns with the colour pallet presented in the email
- New logo has been added to the content
- Purchasing information and prices have been added to the content 1 cookie = \$2.00, 3 Cookies = \$5.00. 6 Cookies = \$10.00, 12 Cookies = \$20.00
- Opening discount

Task 3 Part B

Next you need to draft a final email to Gavin asking for input about the content you have created. In the email you need to explain the differences from the original content you created to the amended content/ final product.

As well explaining how the testing and uploading of content on the Facebook Page went.

Approximate Word Count: 150-300 words

Assessor Instruction

- This task has been designed to for the students to create an email to send to Gavin seeking final approval on the content that they have created. The student must explain the differences they have incorporated from the original content to the final content.

Acceptable Responses must include:

- Students' words will vary but their responses based on the content that was created in version 1 & 2 and need to reflect the content provided in points addressed.
 - Features and decisions about the original content they have created
 - What changes they made
 - How they embedded the feedback provided by Gavin
 - How was it uploading the content to the Facebook page

Exemplar answers have been provided below for guidance. The student must seek in the body of the email the final sign off for the content. They will provide feedback under the headings provided. The answers will vary based on the content and their experience with uploading the content and material.

Approximate Word Count: 100-200 words

	To	Gavin Stead (gavin.stead@cbsa.com.au)
	From	Tina Hughes (tina.hughes@cbsa.com.au)
	Date/ Time	
	Subject	Seeking Feedback
	Attachment	
<p>Hi Gavin,</p> <p>Thank you for your assistance with reviewing the content and helping provide feedback on the amendments that needed to be incorporated into the promotional material. Please find attached to this email the new content based off your recommendations. Can you please review and provide any final recommendations and work that needs to be completed.</p> <p>We have tested the content to see how it works on the Facebook Platform and looks like on 2 different devices.</p> <p>Original Content and New Content:</p> <p>[Students to add content explaining their point of difference between the original and revised content created]</p> <p>Testing and uploading content to the Facebook Page:</p> <p>[Students to add feedback on how they went uploading content to the Facebook, were their any issues that need to be raised]</p>		
Tina Hughes Marketing Team CBSA 300 Fictional Way, Sydney, NSW 2000		

Phone: 1800 111 222

www.cbsa.com.au

Assessment checklist:

Students must have completed all questions within this assessment before submitting. This includes:

Task 1: Feedback from Gavin	
<ul style="list-style-type: none">Email Gavin	<input type="checkbox"/>
Task 2: Upload and archive digital content	
<ul style="list-style-type: none">Part A: Create Facebook Business Page and add logoPart B: Screenshot of 4 posts on the business page and answer questionsPart C: Archive content and copy screenshot	<input type="checkbox"/>
Task 3: Upload promotional content	
<ul style="list-style-type: none">Upload contentEmail to Gavin, seeking input	<input type="checkbox"/>

Please ensure that you upload with the assessments both the original content created and the final versions of the content for the assessor to review.



Congratulations you have reached the end of Assessment 4!

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