

Overview

This Standard is about originating and developing ideas for multi-platform editorial content and applying creative thinking and storytelling techniques, as well as an understanding of the context or market for your ideas. It is about understanding the editorial requirements of different platforms and genres and identifying factors which have contributed to past successes or failures.

It involves using appropriate research methods, accessing reliable sources of information, and confirming that proposals are realisable within budget limits.

This Standard applies to all those who originate and develop ideas for journalistic content.

SKSJ6



Originate and develop ideas for editorial content

Performance criteria

You must be able to: