

**Unit Title:** Creating A Print Media Product  
**Unit Level:** Entry 2  
**Unit Credit Value:** 4  
**GLH:** 40  
**LASER Unit Code:** WJB225  
**Ofqual Unit Code:** T/503/6593

This unit has 4 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Know key features of print media products.	1.1	Identify types of print media products.
		1.2	Identify key visual features of print media products.
		1.3	Identify key language features of print media products
2.	Know how print media products are aimed at audiences.	2.1	Identify audiences for print media products.
3.	Be able to plan print media products for audiences.	3.1	Suggest ideas for print media products.
		3.2	Plan features that appeal to audiences.
4.	Be able to produce print media products for audiences.	4.1	Use print production skills.
		4.2	Use key visual and language features of print media products.

<b>Assessment Guidance:</b>
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NA
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<b>Additional Information:</b>
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