PUB18   Create content

Overview	Knowledge & understanding	Performance criteria

This Standard is about authoring. It includes recognising that reading order and tagging heading levels can have a positive impact on accessibility.
 	
It could be used by:
   1 in-house authors
   2 external authors
	What you need to know
	
	K1 How to clarify the purpose of the text and its target audience
	K2 Any relevant conventions, style guides or policies that you need to follow
	K3 Different styles of writing and how these impact on different audiences
	K4 The cultural issues that can arise from localisation and internationalisation of content
	K5 The principles of grammar, punctuation and spelling for the language in which you are writing
	K6 Tools and methods for checking grammar, punctuation and spelling
	K7 How to create text, images, media and metadata that are easily accessible by the target audience
	K8 How to structure content to maximise navigability and optimise machine-based reading order
	K9 How to structure content effectively for the target audience, medium of delivery and accessibility software
	K10 Limitations, constraints or opportunities for communication offered by the target medium or platform
	K11 How to check the reliability and currency of any information sources you use
	K12 When and from whom to seek advice on the accuracy, legality, usability and fitness-for-purpose of the text
	K13 How to write text that takes account of search engine optimisation techniques, while remaining attractive and readable to the audience
	K14 How to write text for a non-linear medium, and how it will read when accessibility aids require it to be linear
	K15 Relevant legislation concerning Intellectual Property, copyright, libel and obscenity
	K16 Usability issues, and relevant accessibility standards and guides
	K17 The constraints associated with use of an online content management system
	K18 The relevance of metadata, and any metadata schema or classification system that you should apply to the material you produce
	K19 The information that should be included in bibliographies
		What you must be able to do
		
		P1 Create all aspects of content identified in the brief for the work you are carrying out
		P2 Write in a style suitable for the target audience and the purpose of the communication
		P3 Maintain a consistent style both within texts and between related texts
		P4 Use correct grammar, appropriate punctuation and accurate spelling
		P5 Structure content so that it is easy to read and navigate including by assistive technologies
		P6 Follow relevant writing conventions, style guides and policies
		P7 Produce appropriate captions or descriptions to accompany any assets used
		P8 Provide clear, consistent and accessible wording for any hyperlinks, and clearly specify link targets
		P9 Specify metadata, such as keywords and descriptions, where appropriate
		P10 Proofread your copy to check for spelling, grammatical, typographic or other errors
		P11 Check that any facts and figures you quote are accurate
		P12 Comply with relevant legislation concerning the content of the text