

Overview

This Standard is about analysing the part played by creativity and innovation in journalism – and demonstrating how you can contribute to it.

It requires knowledge of how to think creatively, collaborate with others, and overcome obstacles to creativity and innovation.

The Standard is based on the principle that creativity and innovation are fundamental to the practice of journalism on all platforms. They are relevant to both editorial and technical functions - to researching, writing, editing, and design.

The Standard also outlines how journalists are expected to be creative in their approach to emerging technologies – identifying the possibilities they offer for the creation and distribution of editorial content, and also the commercial opportunities they may present.

This Standard is for anyone working in journalism.

Performance criteria

You must be able to:

1. use reliable information to identify the possibilities for creativity and innovation offered by current and emerging technologies
2. develop editorial content that uses concepts of design, branding, format and structure,
3. use creative thinking techniques with self and others which encourage ideas generation and innovation Present your ideas persuasively, and respond constructively to the ideas of others
4. share knowledge and good practice with others at appropriate times
5. work with other individuals with creative skills at appropriate times to generate editorial content and to exploit new and emerging technologies
6. assess your practice as a journalist, and apply what you learn from your experience on an ongoing basis
7. identify practical ways to overcome the barriers to creativity and innovation in your organisation
8. inform appropriate people when you identify barriers to creativity or innovation and how they may be resolved

Knowledge and understanding

You need to know and understand:

1. the role of creativity, creative thinking and innovation in the approach to ideas generation, storytelling and distributing editorial content on all platforms
2. the concepts of design and branding, format and structure, and their relevance to the creation of editorial content in the various sectors of UK media
3. the creative opportunities and limitations of existing and emerging forms of multiplatform distribution
4. the creative possibilities offered by social media and social networking
5. the creative potential of data and the tools available to facilitate its use for the creation of editorial content
6. the theory and practical application of a range of techniques intended to stimulate ideas generation, creative thinking, and innovation
7. the basic principles of ideas generation and storytelling, and how to apply them to the creation of effective editorial content
8. the benefits of collaborative working and knowledge sharing to generate ideas for editorial content and distribution
9. the creative processes in your organisation
10. how to identify and challenge barriers to creativity and innovation, and how to learn from mistakes
11. why it is important to remain open to new ideas and new ways of working

Contribute to creativity and innovation in journalism

Developed by Creative Skillset

Version Number 2

Date Approved March 2019

Indicative Review Date March 2019

Validity Current

Status Original

Originating Organisation Screen Skills (formerly Creative Skillset)

Original URN SKSJ6

Relevant Occupations Media and communication; Media Associate Professionals

Suite Journalism

Keywords Creativity, Ideas, Journalism, Researching, Content
