

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.

Originate and develop ideas for editorial content

Performance criteria

You must be able to:

1. use information from reliable sources to establish the requirements of the multi-platform content and the nature of the target audience
2. originate and develop creative ideas for editorial content with the potential to meet production or programme requirements, and appeal to target audiences across all relevant platforms
3. use research methods to meet production requirements which comply with relevant legal and ethical constraints
4. discuss and test initial ideas with relevant others to develop considered proposals for editorial content
5. develop editorial content ideas in sufficient detail to establish that they can be realised with available resources, budget and time frame
6. assess the likely success of ideas against analysis of the success or failure of past editorial content
7. check available and accessible sources to verify the originality of ideas
8. identify opportunities for visualisation to create viable interactive multimedia content

Knowledge and understanding

You need to know and understand:

1. the platform, production or publication the content idea is aimed at, its target audiences, and the expectations of commissioning decision-makers
2. the characteristics and preferences of the intended audiences, and the likely appeal of your idea to them
3. how to apply creative thinking and storytelling techniques to originate content ideas
4. how to recognise and draw on sources of potential ideas, including own personal experience, personal contacts, personal conversations, expert research and all forms of media
5. how to work collaboratively with others and why it is important to do so
6. how to develop initial ideas into workable proposals, the questions to ask, and if any further information is required
7. how to use infographics, data and graphics to illustrate the story
8. any possible issues of law, regulation or editorial policy and how they should be addressed
9. how to identify what has made previous editorial content ideas successful
10. how to identify sources of relevant specialist knowledge including data analytics
11. how ideas can be developed across various platforms using infographics, data, graphics and other methods to create interactive multi-platform content

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