

Question:

Writers don't produce the products, they write them. Graphic designers produce the products, as per the M.3 for Graphic Designer. We are unsure of what you are looking for in M.2. Kindly clarify this. If it is to show that the Communications Writer is writing content to be USED in public facing products such as newsletters, policies, promotional materials etc. it would make a little bit more sense ... but, I don't see anyone writing anything that isn't then applied in something ... hope this is clear lol."

Answer:

The M2 criteria is to verify whether the proposed resource, an individual or a team, is able to provide both writing and graphic design services under one umbrella to produce communications material.