Australian Government

CUAAIR302 Develop techniques for presenting to camera

Release: 1

CUAAIR302 Develop techniques for presenting to camera

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 2.0.

Application

This unit describes the skills and knowledge required to develop effective verbal and non-verbal communication skills to engage a viewing audience when presenting to camera.

It applies to individuals who present information to camera in a variety of contexts, including programs for television, video, and online services.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Media and Entertainment Production – On-Air Presentation

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Identify elements of effective presentation to camera	1.1 Watch various television, video and web series programs and identify factors that might attract or alienate viewers
	1.2 Discuss effective presentation styles with colleagues and/or mentors
	1.3 Identify factors a presenter can use to foster viewer loyalty
2. Develop techniques for reading scripted material	2.1 Break sentences into logical chunks to emphasise key information
	2.2 Use vocal range and vary pace to deliver scripted material naturally
	2.3 Use a range of vocal techniques to aid in communicating information and care for vocal health

ELEMENT	PERFORMANCE CRITERIA
	2.4 Check and use correct pronunciation of words
3. Develop techniques for communicating effectively on camera	3.1 Use camera lens to engage viewers
	3.2 Use strategies to show respect and build rapport with listeners
	3.3 Maintain a natural, steady eye-line while reading script from an autocue
	3.4 Avoid visual distraction by minimising body movements and gestures
	3.5 Dress in a manner appropriate to the program, avoiding clothes that may be visually distracting
	3.6 Present information in a way that draws the listener into the message being conveyed
	3.7 Recover from presentation errors calmly and respond to equipment malfunction with minimum disruption to program flow
4. Record scripted material for broadcast	4.1 Rehearse piece to camera to check sound and vision quality meets production requirements
	4.2 Record scripted material according to production requirements
	4.3 Record material again if required, incorporating feedback on performance from production personnel
	4.4 Evaluate own performance to identify areas for improvement

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Learning	4.3, 4.4	• Uses critical observation and feedback to improve own performance and identify areas for improvement
Reading	2.1, 2.4, 3.3	• Interprets the meaning of short scripted material presented in a range of formats
Oral Communication	1.1, 1.2, 2.1, 2.2, 2.3, 2.4, 3.1-3.4, 3.6, 3.7, 4.1-4.3	• Listens and comprehends oral texts • Speaks clearly and with correct pronunciation • Rehearses and records scripted material using appropriate emphasis, tone and volume

Navigate the world of work	2.3	• Uses correct vocal techniques to ensure vocal health
Interact with others	2.3, 3.1-3.4, 3.6, 3.7, 4.1-4.3	• Uses appropriate strategies to create a strong rapport and engender respect with viewers • Works collaboratively with others to ensure script reading is completed according to production requirements
Get the work done	1.1-1.3, 2.1-2.3, 3.1-3.7, 4.1-4.4	• Uses appropriate software to record and update production documentation • Applies knowledge of equipment operating procedures to respond and address equipment malfunctions • Takes responsibility for planning and organising effective presentation of information to camera

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAAIR302 Develop techniques for presenting to camera	CUFAIR302A Develop techniques for presenting information to camera	Updated to meet Standards for Training Packages. Title changed, Minor edits to elements and performance criteria to for clarity.	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5