



Australian Government

CUAAIR312 Develop techniques for presenting to camera

Release: 1

CUAAIR312 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 5.0.

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.

The unit applies to those 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
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
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 and safe presentation styles with required personnel 1.3 Identify factors a presenter can use to foster viewer loyalty 1.4 Identify software required for recording and updating production documentation
2. Develop techniques for reading and communicating scripted material on camera	2.1 Express key information points by breaking sentences into logical chunks 2.2 Deliver scripted material naturally using vocal range and varied pace 2.3 Identify and implement vocal techniques for aiding in communicating and emphasising information

ELEMENT	PERFORMANCE CRITERIA
	2.4 Apply vocal techniques for taking care of vocal health 2.5 Identify camera techniques used for engaging viewers 2.6 Identify strategies to show respect and build rapport with listeners 2.7 Practise avoiding visual distraction by minimising body movements and gestures 2.8 Develop strategies to calmly recover from presentation errors and equipment malfunctions
3. Record scripted material for broadcast	3.1 Rehearse piece to camera, checking sound and vision quality meet production requirements 3.2 Dress in a manner appropriate to the program 3.3 Confirm and use correct pronunciation of words 3.4 Record scripted material in line with production requirements 3.5 Maintain a natural, steady eye-line while reading script from an autocue 3.6 Recover from presentation errors calmly and respond to equipment malfunction with minimum disruption to program flow 3.7 Re-record material if required, incorporating feedback on performance from production personnel 3.8 Identify areas for improvement by evaluating own performance

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Oral communication	- Listens and comprehends oral texts - Speaks clearly and with correct pronunciation - Rehearses and records scripted material using required emphasis, tone and volume
Reading	Interprets the meaning of short scripted material presented in different formats
Planning and organising	Takes responsibility for planning and organising effective presentation of information to camera
Problem solving	Addresses and solves equipment malfunctions by implementing required equipment operating procedures
Self-management	Uses required vocal techniques to ensure vocal health
Teamwork	Applies strategies for building strong rapport with viewers

	• Works collaboratively with others to ensure script reading is completed according to production requirements
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Unit Mapping Information

Supersedes and is equivalent to CUAAIR302 Develop techniques for presenting to camera.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>