



Australian Government

CUAPPR414 Develop self as artist

Release: 1

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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 the technical and conceptual skills required to work in any area of arts practice. It involves refining practice skills, developing an individual artistic style and evaluating own work to identify and pursue business opportunities.

The unit applies to those who commit to improving their professional practice in both an artistic and business context. The skills developed in this unit apply to all areas of creative practice, including photography, craft, design, live performance, technical production and visual arts. This work would usually be carried out under mentored supervision.

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

Unit Sector

Industry capability – Professional practice

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. Refine arts practice skills	1.1 Plan strategies for improvement of own arts practice skills 1.2 Identify and undertake opportunities to improve own technical and creative skills using identified practice, feedback, discussion and evaluation opportunities 1.3 Keep up to date with industry trends and issues using identified sources of information 1.4 Develop own arts practice using different identified opportunities
2. Develop own style or voice in arts practice	2.1 Explore different creative thinking techniques and generate ideas and integrate them into own arts practice

ELEMENT	PERFORMANCE CRITERIA
	2.2 Discuss ideas with applicable people and apply knowledge gained when informing own practice 2.3 Experiment safely and sustainably with new ideas in different genres and interpretations using practice time 2.4 Study the work of others and stimulate own conceptual and technical skills, considering intellectual property implications 2.5 Explore and use technology where applicable and expand own practice
3. Evaluate own work	3.1 Seek and apply constructive feedback from required people to improve own work 3.2 Evaluate work against planned strategy for developing own arts practice 3.3 Identify place of own work in relation to other artists in own area of practice 3.4 Adjust processes, techniques and practice as necessary and improve technical, conceptual and commercial outcomes
4. Pursue work opportunities	4.1 Identify and review sources of information on work opportunities 4.2 Identify and access industry networks and events, and generate work opportunities 4.3 Develop and distribute promotional material about self as required

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
Learning	- Identifies and plans improvements to own arts practice and own style or voice using systematic appraisal methods - Uses own experience and opinions of others to adapt and improve own approaches
Oral communication	- Participates in a verbal exchange of ideas regarding conceptual and technical issues in creative work and related industry trends, using appropriate, detailed and clear language - Discusses and clarifies feedback provided by others using listening and questioning skills
Reading	Interprets information in different forms regarding at times complex or abstract ideas, and evaluates trends, new technologies, work opportunities and career prospects using knowledge gained

SKILL	DESCRIPTION
Writing	• Develops promotional material for own work, using clear language and a variety of strategies when planning, drafting and reviewing it
Initiative and enterprise	• Identifies work opportunities, including accessing and downloading applicable online information, using different strategies • Evaluates development of personal career with reference to own capabilities and the work of peers • Experiments with a range of techniques and tools in the development of work, and acts on opportunities for refinement
Planning and organising	• Plans and organises methodologies and resource requirements according to creative vision • Evaluates effectiveness of decisions in terms of how well goals are met
Teamwork	• Discusses and confirms ideas with others using applicable communication practices
Technology	• Identifies ways in which new technologies are used or could be used to expand work practices

Unit Mapping Information

Supersedes and is equivalent to CUAPPR404 Develop self as artist.

Links

Companion Volume Implementation Guide is found on VETNet -

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