



Australian Government

CUAPPR614 Publicly present a body of own creative work

Release: 1

CUAPPR614 Publicly present a body of own creative work

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 generate ideas for a public presentation of a coherent body of own professional creative work; then plan, prepare and promote the presentation, including own work; then present and evaluate it.

The unit applies to those who are creative practitioners working in different sectors. The presentations may be physical or virtual, and may include exhibitions, shows, competitions and performances.

No licensing, legislative or certification requirements 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. Analyse public presentation opportunity	1.1 Create or confirm opportunity for public presentation of own creative work through research and consultation 1.2 Establish and confirm purpose, scope and objectives of public presentation in consultation with required personnel 1.3 Determine presentation requirements using required information
2. Generate public presentation ideas	2.1 Evaluate audience needs and expectations 2.2 Evaluate place of own work within broader presentation context 2.3 Develop broad parameters for own content, based on overall objectives, audience needs and nature of own work

ELEMENT	PERFORMANCE CRITERIA
	2.4 Identify required copyright and intellectual property requirements 2.5 Consider new and different ways of presenting work 2.6 Select and develop themes based on own work practice and presentation requirements 2.7 Challenge and refine ideas through collaboration and discussion with others
3. Plan and organise public presentation	3.1 Establish roles and responsibilities in presentation preparation process 3.2 Determine and organise resources required for presentation realisation 3.3 Identify and evaluate constraints and risks and address them 3.4 Develop, implement and monitor action plan for organising presentation based on resource requirements, budget and timeframes 3.5 Consult with required personnel during process
4. Participate in promotion	4.1 Establish own role in promoting presentation in consultation with required personnel 4.2 Develop material relating to own work and forthcoming presentation as required and agreed with others 4.3 Undertake promotional activities within scope of individual responsibility
5. Prepare work for public presentation	5.1 Determine actions needed to prepare own work for presentation 5.2 Prepare body of creative work for inclusion in presentation 5.3 Develop collateral material to support presentation as required
6. Complete and evaluate public presentation	6.1 Complete public presentation according to plan 6.2 Review overall success of presentation 6.3 Evaluate implications for own creative work based on audience response and own review 6.4 Inform future practice using identified learnings from public presentation and self-review

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
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SKILL	DESCRIPTION
Learning	- Improves own practice using self-evaluation and reflection - Applies knowledge gained to current and future work
Oral communication	- Identifies or confirms public presentation opportunities and practical operational issues and requirements using listening and questioning skills - Explains own ideas for presentation using language required for audience - Participates in abstract discussions of ideas and solutions using listening and questioning skills to elicit views from others
Reading	Gathers, interprets and analyses information in different forms
Writing	Uses accurate, specific and industry terminology to prepare presentation plan and presentation in format and style required for intended audience
Teamwork	- Collaborates with others to discuss and refine ideas - Adjusts own skills and knowledge for role in presentation preparation
Initiative and enterprise	- Explores new ideas for viability and effectiveness of own role in presentation preparation process - Refines decision-making processes using past experiences and increasing knowledge of different variables that impact decision outcomes - Gathers required information and identifies, evaluates and refines options against agreed criteria using systematic and analytical processes in different situations
Planning and organising	Plans and develops action plan for public presentation comprising of resource requirements, budget and timelines relating to venue, installation, marketing and promotion with others
Problem solving	Devises solutions for different problems and responds intuitively to difficulties using current knowledge and past experiences

Unit Mapping Information

Supersedes and is equivalent to CUAPPR604 Publicly present a body of own creative work.

Links

Companion Volume Implementation Guide is found on VETNet -

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