



Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI505A Produce an innovative presentation of professional work

Release: 1

CUVPHI505A Produce an innovative presentation of professional work

Modification History

Not Applicable

Unit Descriptor

Unit descriptor This unit describes the performance outcomes, skills and knowledge required to produce an innovative presentation of creative photoimaging product/s.

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

Application of the Unit

Application of the unit Photographers working within the creative industries are often required to produce, present and continually update a presentation package or portfolio of their creative work.

This unit requires the self-directed application of skills and knowledge to research, plan, develop, compile, present and evaluate an innovative presentation package of creative photoimaging product/s.

This work is usually undertaken independently.

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units

The following units or demonstrated equivalence are required prior to undertaking this unit:

- CUVCRS14A Prepare, store and maintain finished work
- CUVPHI03A Research and apply information on the traditions which inform photoimaging practice
- CUVPHI05A Use a 35mm SLR camera or digital equivalent.

Employability Skills Information

Employability skills

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

- | | |
|---|---|
| 1 Research and assess methodologies used in the presentation of creative products. | <ul style="list-style-type: none">1.1 Research best practice <i>presentation methodologies</i> using appropriate <i>sources of information</i>.1.2 Select and review presentation methodologies for own use and confirm with <i>appropriate person/s</i>.1.3 Evaluate the potential and <i>required purpose</i> of presentation methodologies for creative products.1.4 Evaluate the <i>production requirements and content implications</i> of selected presentation methodologies.1.5 Estimate production timeline, workflow and budget for the presentation of creative products. |
| 2 Plan a presentation of creative products. | <ul style="list-style-type: none">2.1 Use <i>critical thinking techniques</i> to design and plan a presentation concept.2.2 Select <i>content</i> that is appropriate and reflective of the presentation's required purpose.2.3 Design templates, prototypes and maquettes suitable to presentation concept.2.4 Confirm production requirements and content implications are achievable within production timeline and budget.2.5 Obtain and accurately record copyright clearance on all sourced content.2.6 Review suitability of presentation's design and content and confirm with appropriate person/s.2.7 Develop, test and proof presentation concept. |
| 3 Present creative products. | <ul style="list-style-type: none">3.1 Access presentation equipment that meets production requirements and content implications.3.2 Present creative products using appropriate presentation methodologies.3.3 Monitor production requirements and content implications of presentation to ensure required purpose is met.3.4 Review projected and actual budget outcomes. |

ELEMENT**PERFORMANCE CRITERIA**

3.5 Develop systems to identify and respond to future presentation opportunities.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills:

- research techniques sufficient to
 - access information from reliable sources to inform decision making process
 - compare contemporary and emerging styles and conceptual/aesthetic approaches to presentation packages of creative product
- numeracy skills sufficient to develop and maintain financial records for budgets
- literacy skills sufficient to:
 - prepare text for business documents, pricing schedules and contracts
 - interpret a range of media from research
- communication skills sufficient to:
 - critique and discuss best practice presentation methodologies
 - liaise with a range of service providers in the presentation of creative products
- critical thinking skills sufficient to plan and implement presentation concepts
- learning skills sufficient to develop/maintain skills in presentation technology
- planning and organising skills sufficient to:
 - plan and implement project development processes
 - manage the workflow (research, concept development, production and post-production) in the presentation of creative products
- problem solving skills sufficient to address presentation equipment malfunctions
- technology skills sufficient to:
 - edit enhance, manipulate and output photoimages to industry standards for presentation purposes
 - apply/maintain quality control procedures for presentation purposes
 - use an extended range of digital media, design and presentation technologies.

Required knowledge:

REQUIRED SKILLS AND KNOWLEDGE

- commonly used research methodologies
- current and emerging trends in presentation technologies (including design, layout, typography, interactivity and accessibility)
- industry standard and best practice presentation methodologies
- OHS requirements relating to computer usage
- visual communication forms relevant to the presentation of creative products.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- ability to research industry practice presentation methodologies
- ability to design and realise presentation concepts
- ability to present creative products in a manner suited to the intended audience/purpose.

Context of and specific resources for assessment

Assessment must ensure:

- access to appropriate technology and sources of information to research industry standard presentation methodologies
- access to industry standard presentation packages and/or technology
- access to an environment where a range of industry standard presentation methodologies can be applied.
- access to appropriate learning and assessment support when required
- the use of culturally appropriate processes, and techniques appropriate to the oracy, language and literacy capacity of the assessee and the work being performed.

EVIDENCE GUIDE

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by candidate
- direct observation of candidate presenting creative products
- case studies to assess candidate's ability to research trends and emerging technologies
- problem solving activities to assess candidate's critical thinking skills.

Holistic assessment with any photoimaging unit or other units relevant to the industry sector, workplace and job role is recommended, for example:

- BSBMKG413A Promote products and services
- BSBPMG510A Manage projects
- CUFDIG401A Author interactive media
- CUFDIG402A Design user interfaces
- CUFDIG403A Create user interfaces
- CUFDIG502A Design web environments
- CUFIND401A Provide services on a freelance basis
- CULMS008A Conceive, develop and realise exhibition designs.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Presentation methodologies may include:

- CDs and DVDs
- digital media presentations
- digital media sequences with recorded sound:
 - documentary (travel)
 - fiction, stories, drama
 - humour
 - illustration as part of a longer presentation
 - interpretative (music, songs, poetry, prose)
 - personal comment (on any subject)
- digital/photo slide shows
- exhibitions of work in a variety of display spaces
- presentation/business cards, promotional folders
- printed images (bound in book form or in folios)
- websites/interactive media.

Sources of information may include:

- book journals/book binders
- discussions with industry practitioners (e.g. visual/interactive media artists, master craft workers)
- electronic/print media (news, reviews, articles)
- events (industry functions, conferences, trade fairs, expositions)
- government bodies and associated publications
- internet
- libraries/archives (text, film, video, sound, graphic)
- national/international journals (e.g. computing, design, video, interactive digital media)
- personal observations and experience
- relevant industry associations

RANGE STATEMENT

- retail/wholesale suppliers of products and services
- technical publications/reference books
- training programs, seminars, conferences, competitions, awards, exhibitions, symposiums, workshops, master classes and other professional development opportunities.

Appropriate person/s may include:

- employers
- future clients
- members of relevant professional associations
- mentors/peers
- practising photographers, photoimagists or members of allied fields.

Required purpose may include:

- application submission:
 - association membership
 - grant/commission
 - industry accreditation
- artistic
- commercial
- educational
- entertainment
- job interview
- marketing/promotion
- promotional give-away to prospective clients.

Production requirements and content implications may include:

- appropriate output mediums MP4, MOV, 3G)
- appropriate rhythm in picture/sound sequences
- appropriate selection, variation and speed of image transitions (dissolve, pan, zoom)
- calculating image numbers
- categorisation/sequencing of images
- choice/quality of photographic visual material
- continuity/aptness of sound with visual material
- cost for production of multiples
- image cropping
- image printing (desktop printer, darkroom, lab, bureau)
- mixing sound sources

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- pictorial character of sequences
- printing, burning, binding, box-making or fabrication by self or others
- quality control:
 - calibrating/optimising output devices
 - checking service provider's output against specification
 - making colour match samples
 - making specification documents
- scriptwriting and speaking/narrating
- size, mounting and weight
- viewing requirements:
 - CD /DVD specifications
 - exhibitions
 - projected images (data/slide projector)
 - viewing locations (theatres, boardrooms, night sky projections)
 - visuals (colour/monochrome)
 - website/interactive media.

Critical thinking techniques may include:

- analysing and evaluating actions and policies
- clarifying issues, values and standards
- comparing analogous situations
- comparing and contrasting ideals with practice
- comparing and evaluating beliefs, interpretations and theories
- developing criteria for evaluation
- distinguishing relevant from irrelevant facts
- examining and evaluating assumptions
- exploring implications and consequences
- generating and assessing solutions
- making interdisciplinary connections
- making plausible inferences and predictions
- noting significant similarities and differences
- reading and listening critically
- recognising contradictions
- transferring insights to new contexts
- using critical vocabulary.

RANGE STATEMENT

Content may include:

- 3D forms, packaging and sculptures
- audio, video and DVD sequences
- paintings, drawings and illustrations
- photographs/photoimages
- practitioner's own creative work
- selections from existing stock libraries.

Unit Sector(s)

Not Applicable

Competency field

Competency field Design and Visual Communication - Photoimaging