Australian Government

Department of Education, Employment and Workplace Relations

# CUVPRP604A Publicly present a body of own creative work

**Release: 1**

ISC INDUSTRY SKILLS COUNCILS
Creating Australia's Future

## CUVPRP604A Publicly present a body of own creative work

## Modification History

| Version | Comments |
|---------|----------|
| CUVPRP604A | This version first released with *CUV11 Visual Arts, Craft and Design Training Package version 1.0* |

## Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to publicly present a body of professional creative work, from ideas generation, to the organisation process, through to the actual preparation of work for presentation. Evaluation is also a key focus of the unit.

## Application of the Unit

Professional creative practitioners in many sectors apply the skills and knowledge in this unit.

At this level, practitioners publicly present a coherent body of professional work and may be involved in organisation and promotional processes associated with the presentation.

The presentation may be a physical or virtual exhibition, but may also include presentations such as shows, competitions or performances.

This activity is self-directed.

## Licensing/Regulatory Information

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

## Pre-Requisites

Not applicable.

## Employability Skills Information

This unit contains employability skills.

## Elements and Performance Criteria Pre-Content

| ELEMENT | PERFORMANCE CRITERIA |
|---|---|
| *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

| 1. Create or confirm public presentation opportunity | 1.1 Identify and confirm the purpose, scope and objectives of the *public presentation* in consultation with *relevant people* |
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| | 1.2 Determine *presentation requirements* from relevant information |
| 2. Generate public presentation ideas | 2.1 Evaluate the nature of the audience, its needs and expectations |
| | 2.2 Evaluate the *place of own work within the broader presentation context* |
| | 2.3 Develop broad parameters for own content based on overall objectives, audience needs and nature of own work |
| | 2.4 Consider *new and different ways of presenting work* |
| | 2.5 Select and develop appropriate themes based on own work practice and presentation requirements |
| | 2.6 Challenge and refine ideas through collaboration and discussion with others |
| 3. Plan and organise public presentation | 3.1 Establish *organisational roles and responsibilities,* including own role |
| | 3.2 Evaluate and organise *resources* required for realising the presentation |
| | 3.3 Evaluate *constraints and risks,* and take action to address them |
| | 3.4 Develop, implement and monitor an action plan for the organisation process based on specific requirements |
| | 3.5 Consult with relevant people during the organisation process |
| 4. Participate in promotion | 4.1 Establish own role in promotion in consultation with relevant people |
| | 4.2 Undertake *promotional activities* within scope of individual responsibility |
| 5. Prepare work for public presentation | 5.1 Evaluate the actions needed to prepare work for presentation |
| | 5.2 Prepare the body of creative work for inclusion in presentation |
| | 5.3 Where appropriate, develop *collateral material* to support the presentation |
| 6. Evaluate public presentation | 6.1 Review and reflect on the overall success of the presentation |
| | 6.2 Evaluate *implications for own creative work* based on audience response and own reflection |
| | 6.3 Build learnings from the presentation into future practice |

# Required Skills and Knowledge

## Required skills

- communication skills to:
    - liaise with others on practical operational issues
    - share ideas about own work
- critical thinking and analytical skills to generate and refine ideas and themes
- initiative and enterprise skills to develop innovative approaches to presentation of own work
- learning and self-management skills to evaluate the presentation and integrate learning into future practice
- literacy skills to interpret a range of practical organisational documentation
- numeracy skills to estimate financial resources required for presentation
- planning and organising skills to coordinate the practical aspects of preparing work for public presentation
- problem-solving skills to evaluate constraints and risks and take action to address them

## Required knowledge

- key aspects of the presentation organisation process, including different roles and responsibilities
- basic presentation promotional activities
- current and emerging trends, ideas and theories for presentation of work in chosen area of practice
- intellectual property issues and legislation and how they relate to public presentations of creative work

# 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.*

| Overview of assessment | |
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| **Critical aspects for assessment and evidence required to demonstrate competency in this unit** | Evidence of the ability to: <br>• prepare a coherent body of professional creative work for public presentation <br>• participate professionally in the presentation planning, promotion and organisational process <br>• evaluate presentation in terms of implications for future practice. |
| **Context of and specific resources for assessment** | Assessment must ensure: <br>• access to a public presentation site (physical or virtual) <br>• interaction with others as a part of the presentation planning and organisational process. |
| **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: <br>• evaluation of a public presentation of the candidate's work <br>• evaluation of reports prepared by the candidate detailing processes undertaken, challenges encountered and how they were addressed <br>• questioning and discussion about candidate's intentions and the work outcome <br>• review of portfolios of evidence <br>• review of third-party reports from experienced practitioners. <br><br>Assessment methods should closely reflect workplace demands (e.g. literacy) and the needs of particular groups (e.g. people with disabilities, and people who may have literacy or numeracy difficulties, such as speakers of languages other than English, remote communities and those with interrupted schooling). |
| **Guidance information for assessment** | Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended. |

# 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.*

| | |
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| ***Public presentation*** may be: | • competition<br>• exhibition (virtual or physical)<br>• performance<br>• show. |
| ***Relevant people*** may include: | • collaborators<br>• marketing and promotional personnel<br>• mentors<br>• other exhibitors<br>• venue managers. |
| ***Presentation requirements*** may relate to: | • information to be supplied<br>• locations<br>• packaging or presentation of work<br>• style or theme of work<br>• timelines. |
| ***Place of own work within the broader presentation context*** may relate to: | • cultural considerations<br>• juxtaposition of exhibitors<br>• number of exhibitors<br>• overall objectives of exhibition<br>• potential audience<br>• potential benefits<br>• potential risks<br>• synergies between exhibitors<br>• themes. |
| ***New and different ways of presenting work*** may relate to: | • challenging the audience<br>• interpretation of work<br>• involving the audience<br>• physical presentation. |
| ***Organisational roles and responsibilities*** may relate to: | • catering responsibility<br>• installation of work<br>• marketing and promotion<br>• project management<br>• venue management. |
| ***Resources*** may be: | • financial<br>• human |

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| | • physical. |
| ***Constraints and risks*** may relate to: | • availability of materials<br>• financial limitations<br>• physical venue constraints<br>• timelines. |
| ***Promotional activities*** may include: | • developing background material<br>• developing interpretive material<br>• developing promotional material<br>• inviting people to view presentation<br>• providing lists of invitees to others<br>• placing information on social networking sites. |
| ***Collateral material*** may include: | • catalogues<br>• interpretive material<br>• photographs<br>• work documentation. |
| ***Implications for own creative work*** may include: | • commercial considerations<br>• confirmation of current approaches<br>• potential new directions for work<br>• need for further research<br>• need for further skill development. |

# Unit Sector(s)

Industry capability – professional practice