



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>

Assessment Requirements for CUAAIR312 Develop techniques for presenting to camera

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- record at least two scripted pieces for different broadcasts.

In the course of the above, the candidate must:

- read scripted materials while pronouncing words correctly
- convey key information using features of the voice
- rehearse and present information to a camera, including reading from an autocue and using a natural on-camera presentation style
- respond to presentation errors or equipment problems without disrupting presentation flow
- work collaboratively with others to achieve production requirements
- evaluate own performance and identify areas for improvement.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- strategies to show respect and build rapport with listeners
- strategies to evaluate performance to improve techniques
- benefits of presenter building positive relationships with listeners
- factors that could attract and alienate listeners
- strategies to calmly recover from presentation errors and equipment malfunctions
- presentation styles, vocal techniques and non-verbal communication styles used to convey information in front of a camera
- sound recording and camera equipment operations
- work health and safety requirements relating to vocal care.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- interaction with others required to demonstrate the performance evidence
- recording equipment required to demonstrate the performance evidence.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational educational and training legislation, frameworks and/or standards.

Links

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