



Australian Government

CUAPPR513 Present a body of own creative work

Release: 1

CUAPPR513 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 use creative, technical and project management skills to produce a professional and innovative presentation of own creative work.

The unit applies to individuals who maintain an up-to-date presentation package or portfolio of creative work. This unit involves the use of digital formatting in the design and delivery of the presentation or portfolio.

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. Evaluate and select presentation ideas	1.1 Research presentation ideas using required information sources 1.2 Explore new and innovative ideas for digitally presenting work using ideas from other disciplines 1.3 Develop presentation ideas in consultation with required personnel 1.4 Select presentation idea based on intended purpose and requirements 1.5 Evaluate production requirements and content implications of selected presentation idea
2. Plan presentation	2.1 Develop presentation concept using critical thinking techniques 2.2 Refine presentation concept considering explicit and implicit

ELEMENT	PERFORMANCE CRITERIA
	messages required for intended audience 2.3 Develop production budget, timeframes and workflow plan 2.4 Support key communication messaging using design templates and prototypes
3. Create presentation	3.1 Develop presentation within required timeframe, selecting and integrating content that supports identified objectives and messages 3.2 Obtain and record clearance of copyright and intellectual property rights on sourced content 3.3 Address conceptual and technical challenges as required 3.4 Review projected and actual budget outcomes, adjusting process as required
4. Deliver and evaluate presentation	4.1 Present own creative work in format and style required for intended audience and purpose 4.2 Evaluate presentation based on identified objectives and feedback from required personnel 4.3 Identify opportunities for updating and refining presentation

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
Numeracy	- Performs calculations or estimates of requirements, timeframe and costs - Selects, totals and orders required resources within budgetary and time constraints
Oral communication	- Explains own ideas for presentation to required personnel using language required for audience - Participates in abstract discussions of ideas and solutions using listening and questioning skills to elicit feedback - Uses required communication practices and protocols in discussions and presentations
Reading	Gathers, interprets and analyses information from different sources and identifies required information
Writing	- Completes presentation using accurate, specific and industry-related terminology - Completes required supporting documentation using clear and

SKILL	DESCRIPTION
	technically specific language
Teamwork	• Gains insight into current practices and ideas for change using perspectives of others
Initiative and enterprise	• Manages complex tasks and understands their contribution to longer term goals • Recognises potential of developing and applying new ideas for improvements in work practices and outcomes
Planning and organising	• Sets goals, gathers required information, and evaluates and selects options
Problem solving	• Uses systematic and analytical processes in different situations
Self-management	• Takes responsibility for compliance with legal and regulatory responsibilities
Technology	• Considers purpose, needs and limitations when selecting and using different technologies and applications

Unit Mapping Information

Supersedes and is equivalent to CUAPPR503 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>

Assessment Requirements for CUAPPR513 Present a body of own creative work

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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:

- complete at least one presentation for a selected creative product that reflects proposed purpose, objectives and messages and meets requirements of intended audience.

In the course of the above, the candidate must:

- research and identify at least one or more new or innovative ways for presenting portfolios of creative work
- use digital formatting in design and delivery of presentation
- apply copyright and intellectual property requirements to presentation of creative product
- design a presentation concept that includes key proposed objectives and messages
- realise the presentation concept within required budget and timeframes
- evaluate presentation and document ways to respond to future presentation opportunities.

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:

- common techniques used for presenting portfolios of work in creative practices
- techniques for digitally formatting presentation design and delivery
- professional trends related to presentation ideas and technologies for area of work, including design, layout, typography, interactivity and accessibility
- critical thinking techniques that inform presentation concept developments
- elements of cohesive and coherent presentations
- copyright and intellectual property issues and legislation associated with professional creative practice, including ways of identifying requirements related to:
 - information in professional presentations
 - self-promotion

- contracts.

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:

- technology and sources of information required for researching presentation methodologies
- presentation tools
- information sources required to present creative work described in 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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