



Australian Government

CUAPPR604 Publicly present a body of own creative work

Release: 1

CUAPPR604 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 2.0.

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 and prepare the presentation, including own work; and promote and evaluate it.

It applies to individuals who are creative practitioners working in a range of different sectors. The presentations may be physical or virtual, and may include exhibitions, shows, competitions and performances.

No licensing, legislative or certification conditions 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 the purpose, scope and objectives of the public presentation in consultation with relevant people 1.3 Determine presentation requirements from relevant information
2. Generate public presentation ideas	2.1 Evaluate nature of the audience, its needs and expectations 2.2 Evaluate place of own work within the broader presentation context 2.3 Develop broad parameters for own content, based on overall

ELEMENT	PERFORMANCE CRITERIA
	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 roles and responsibilities in presentation preparation process, including own role 3.2 Evaluate and organise resources required for realising the presentation 3.3 Identify and evaluate constraints and risks, and take action to address them 3.4 Develop, implement and monitor an action plan for organising the presentation based on resource requirements, budget and timeframes 3.5 Consult with relevant people during the process
4. Participate in promotion	4.1 Establish own role in promoting the presentation in consultation with relevant people 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 Evaluate actions needed to prepare own 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 overall success of the presentation 6.2 Evaluate implications for own creative work based on audience response and own review 6.3 Identify learnings from the public presentation and subsequent self-review that can inform future practice

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Learning	6.2, 6.3	Uses self-evaluation and reflection as an integral strategy to improve own practice
Reading	1.1, 1.3	Gathers, interprets and analyses a broad range of information in a variety of forms and applies the knowledge gained to current and future work
Writing	3.4, 5.3	Uses accurate, specific and industry-related terminology to prepare an action plan for presentation, as well as cohesive and coherent presentations, in a format and style appropriate to specific audience
Oral Communication	1.1, 1.2, 2.6, 3.5, 4.1	- Uses listening and questioning skills to identify or confirm public presentation opportunities and practical operational issues and requirements - Explains own ideas for presentation to others, choosing language appropriate to audience - Participates in potentially abstract discussions of ideas and solutions, using listening and questioning skills to elicit others' views of work
Numeracy	3.2, 3.4	Works with others to plan and develop an action plan for public presentation that comprises resource requirements, budget and timelines relating to venue, installation, and marketing and promotion
Navigate the world of work	2.2, 3.1, 4.3	Explores the potential to adjust own skills and knowledge to suit the role undertaken in preparing for the presentation
Interact with others	1.1, 1.2, 2.6, 3.5, 4.1	Collaborates with others to discuss and refine ideas
Get the work done	1.1, 2.1, 2.3-2.5, 3.2, 3.3, 4.2, 5.1, 5.2, 6.1	- Uses systematic, analytical processes in a variety of situations to gather relevant information and identify, evaluate and refine options against agreed criteria - Uses experiences to reflect on the way in which variables impact on decision outcomes and to contribute to refining decision-making processes - Recognises the critical importance of exploring and generating new ideas and themes to the viability and effectiveness of own role in presentation preparation process - Recognises a range of problems and responds

		intuitively to difficulties by quickly drawing on current knowledge and past experience to devise solutions
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAPPR604 Publicly present a body of own creative work	CUVPRP604A Publicly present a body of own creative work	Updated to meet Standards for Training Packages and clarify intent. Minor edits to elements and performance criteria.	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for CUAPPR604 Publicly present a body of own creative work

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Performance Evidence

Evidence of the ability to:

- develop innovative ideas for, and approaches to, public presentation of own creative work
- determine requirements based on agreed purpose, scope and objectives of presentation, that cover:
 - information required for presentation
 - format and, where appropriate, location of presentation
 - suitable packaging or presentation of work
 - style or theme of work
 - timelines
- participate effectively and professionally in planning, promotion and organisational processes involved in publicly presenting a body of own work
- prepare a coherent body of professional creative work for public presentation in line with requirements and within budget and timeframes
- evaluate presentation and identify learnings that inform future practice.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- list and describe key aspects of the presentation organisation process, including different roles and responsibilities for:
 - catering, where required
 - installing work
 - marketing and promotional activities
 - venue management

- summarise current and emerging trends, ideas and theories for presentation of work in chosen area of practice.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in creative arts industry environments. The assessment environment must include access to:

- a physical or virtual public presentation site
- interaction with others as a part of the presentation planning and organisational process.

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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