



Australian Government

CUAPPR614 Publicly present a body of own creative work

Release: 1

CUAPPR614 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 5.0.

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

The unit applies to those who are creative practitioners working in different sectors. The presentations may be physical or virtual, and may include exhibitions, shows, competitions and performances.

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. 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 purpose, scope and objectives of public presentation in consultation with required personnel 1.3 Determine presentation requirements using required information
2. Generate public presentation ideas	2.1 Evaluate audience needs and expectations 2.2 Evaluate place of own work within broader presentation context 2.3 Develop broad parameters for own content, based on overall objectives, audience needs and nature of own work

ELEMENT	PERFORMANCE CRITERIA
	2.4 Identify required copyright and intellectual property requirements 2.5 Consider new and different ways of presenting work 2.6 Select and develop themes based on own work practice and presentation requirements 2.7 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 3.2 Determine and organise resources required for presentation realisation 3.3 Identify and evaluate constraints and risks and address them 3.4 Develop, implement and monitor action plan for organising presentation based on resource requirements, budget and timeframes 3.5 Consult with required personnel during process
4. Participate in promotion	4.1 Establish own role in promoting presentation in consultation with required personnel 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 Determine actions needed to prepare own work for presentation 5.2 Prepare body of creative work for inclusion in presentation 5.3 Develop collateral material to support presentation as required
6. Complete and evaluate public presentation	6.1 Complete public presentation according to plan 6.2 Review overall success of presentation 6.3 Evaluate implications for own creative work based on audience response and own review 6.4 Inform future practice using identified learnings from public presentation and self-review

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
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SKILL	DESCRIPTION
Learning	- Improves own practice using self-evaluation and reflection - Applies knowledge gained to current and future work
Oral communication	- Identifies or confirms public presentation opportunities and practical operational issues and requirements using listening and questioning skills - Explains own ideas for presentation using language required for audience - Participates in abstract discussions of ideas and solutions using listening and questioning skills to elicit views from others
Reading	Gathers, interprets and analyses information in different forms
Writing	Uses accurate, specific and industry terminology to prepare presentation plan and presentation in format and style required for intended audience
Teamwork	- Collaborates with others to discuss and refine ideas - Adjusts own skills and knowledge for role in presentation preparation
Initiative and enterprise	- Explores new ideas for viability and effectiveness of own role in presentation preparation process - Refines decision-making processes using past experiences and increasing knowledge of different variables that impact decision outcomes - Gathers required information and identifies, evaluates and refines options against agreed criteria using systematic and analytical processes in different situations
Planning and organising	Plans and develops action plan for public presentation comprising of resource requirements, budget and timelines relating to venue, installation, marketing and promotion with others
Problem solving	Devises solutions for different problems and responds intuitively to difficulties using current knowledge and past experiences

Unit Mapping Information

Supersedes and is equivalent to CUAPPR604 Publicly 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 CUAPPR614 Publicly 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 public presentation of coherent body of professional creative work in line with requirements and within budgets and timeframes.

In the course of the above, the candidate must:

- 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
 - location of presentation as required
 - suitable packaging or presentation of work
 - style or theme of work
 - budget
 - timelines
- contribute professionally to planning, promotion and organisational processes involved in publicly presenting body of own work
- evaluate presentation and identify learnings that inform future practice.

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:

- professional trends related to presentation ideas and technologies for area of work described in performance evidence, including design, layout, typography, interactivity and accessibility

- key aspects of the presentation organisation process, including different roles and responsibilities for:
 - catering
 - installing work
 - marketing and promotional activities
 - venue management
- current and emerging trends, ideas and theories for presentation of work in chosen area of practice
- copyright and intellectual property issues and legislation associated with profession 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:

- physical or virtual public presentation site
- interaction with others for 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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