Higher National Unit specification

General information for centres

Unit title: Presentation Skills

Unit code: F84E 35

Unit purpose: This Unit is designed to develop the skills required for the advanced use of presentation software, including a range of multi-media, and to apply these skills to deliver effective presentations. It would be suitable for candidates involved in preparing and delivering presentations.

On completion of the Unit the candidate should be able to:

1   Evaluate a selection of business presentation methods appropriate to different presentation scenarios
2   Prepare and evaluate a screen-based presentation on an agreed topic
3   Deliver a screen-based presentation

Credit points and level: 1 HN credit at SCQF level 8: (8 SCQF credit points at SCQF level 8*)

*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.

Recommended prior knowledge and skills: Access to this Unit is at the discretion of the centre. Candidates should have good communication skills which could be demonstrated by the achievement of the Core Skill *Communication* at SCQF level 6, or by possession of Higher English and Communication or a suitable HN Communication Unit. It would be beneficial if candidates had achieved the Unit *IT in Business: Word Processing and Presentations Applications* (F84C 34) or an equivalent prior to commencing this Unit.

Core Skills: The achievement of this Unit gives automatic certification of the following:

♦   *Problem Solving* at SCQF level 6

There are also opportunities in this Unit to develop aspects of the Core Skills in *Communication* and *Information and Communication Technology* at SCQF level 5, and these are highlighted in the Support Notes of this Unit specification.

General information for centres (cont)

Context for delivery: If this Unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes.

Assessment: Evidence for this Unit should be generated through assessment undertaken in open-book conditions. There must be arrangements in place to ensure the authenticity of work produced.

This Unit can be assessed by means of a case study which outlines a minimum of three different presentation scenarios for Outcome 1, and a holistic instrument of assessment to cover Outcomes 2 and 3 which requires candidates to produce and deliver a presentation on an agreed topic.

An exemplar instrument of assessment and marking guidelines have been produced to show the national standard of achievement required at SCQF level 8.

Higher National Unit specification: statement of standards

Unit title: Presentation Skills

Unit code: F84E 35

The sections of the Unit stating the Outcomes, Knowledge and/or Skills, and Evidence Requirements are mandatory.

Outcome 1

Evaluate a selection of business presentation methods appropriate to different presentation scenarios.

Knowledge and/or Skills

♦ Presentation software
♦ Business presentation methods
♦ Evaluating

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

♦ Describe the content, purpose, audience and type of location for three different presentation scenarios.
♦ Identify and evaluate two business presentation methods for each scenario covering at least six different presentation methods overall.
♦ Evaluate and justify the selection of business presentation methods for each scenario

Assessment Guidelines

This Outcome can be assessed by means of a case study containing a minimum of three presentation scenarios. There may be opportunities to assess the outcome using VLE, hard copy or electronic copies, including audio and video, where appropriate.

Higher National Unit specification: statement of standards (cont)

Unit title: Presentation Skills

Outcome 2

Prepare and evaluate a screen-based presentation on an agreed topic

Knowledge and/or Skills

♦ Presentation software features
♦ Multi-media presentation features
♦ Presentation planning and organisation
♦ Resource management
♦ Analysis and critical self evaluation

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

♦ Produce a screen-based presentation of a minimum of 10 slides on an agreed topic which will utilise a minimum of five presentation software features and a minimum of two multi-media.

Candidates will also be required to provide evidence to demonstrate the following:

♦ A record of how the candidate established and agreed objectives for the presentation.
♦ A presentation outline and agreed deadline dates for submission including success criteria.
♦ Draft plans, outlines and the effective organisation of notes and reference materials.
♦ How the candidate managed their resources and problem solved.
♦ The coping strategies adopted by the candidate for at least one unexpected event.
♦ The final version of the notes which will support the speech element of the presentation.
♦ Analysis and critical self evaluation of final product against agreed objectives.

Assessment Guidelines

The assessment of this Outcome could be combined with Outcome 3. The subject matter for the presentation could ideally be vocationally based and be linked to another HN Unit. An appropriate way to present evidence could be to use a portfolio and a portfolio planner may be provided to guide candidates.

Higher National Unit specification: statement of standards (cont)

Unit title: Presentation Skills

Outcome 3

Deliver a screen-based presentation.

Knowledge and/or Skills

♦ Delivery techniques
♦ Audience management
♦ Interaction with an audience
♦ Presentation software
♦ Peer evaluation

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

♦ Deliver a presentation for 10 minutes, with a tolerance of +/- three minutes, to a group of no less than four persons.
♦ Demonstrate delivery techniques by the way they project and control their voice and pace their speech, the tone and clarity of the message they are conveying, appropriate use of prompts and use of microphone/speaker systems if these are required.
♦ Use presentation software to create a presentation which uses at least five of the techniques available to complement their delivery.
♦ Manage interaction with the audience by using a questions and answer session with a minimum of four questions.
♦ Manage peer evaluation of the presentation by deciding on the information required and the best means to collect and analyse it.

Assessment Guidelines
This Outcome could be assessed with Outcome 2. Candidates could also design and create the evaluation form for peer evaluation from learning in *IT in Business: Advanced Word Processing* (F84A 35) Outcome 1 and *Office Management* (F84D 35) Outcome 4, otherwise an evaluation form could be provided.

A video recording of the presentation or a checklist of the observation by the assessor could be an appropriate means of recording evidence.

Administrative Information

Unit code: F84E 35

Unit title: Presentation Skills

Superclass category: AF

Original date of publication: August 2010

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History of changes:

Version	Description of change	Date

Source: SQA

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Higher National Unit specification: support notes

Unit title: Presentation Skills

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

This Unit is likely to form part of a group award and is designed to develop the skills required for the advanced use of presentation software and to apply these skills to deliver effective presentations. This is a mandatory Unit within HND *Administration and Information Technology* (G9M8 16) but may form part of other group awards and can be delivered on a stand-alone basis.

The ability to deliver effective presentations is a valuable skill whether it is in the context of work, job seeking or leisure pursuits. This Unit is not just about developing the practical skills for using presentation hardware and software, researching the topic and presenting the facts, it is also about the skills a public speaker needs to develop in terms of reading and handling an audience, delivery style, non-verbal communication and even how to control nervousness.

Outcome 1

This Outcome requires candidates to evaluate available options in relation to a number of presentation scenarios. They should therefore have the opportunity to:

♦   demonstrate their knowledge of the resources available to deliver presentations
♦   explore a range of presentation methods such as visual aids, graphs, charts, photographs, pictures, map, videos, objects and models, slides, and emerging technologies, as well as computer based presentation software
♦   explore a range of business presentation methods which can include presentation software, graphs and charts, photographs and pictures, objects and models, slides, videos, audio tape and CD-ROM
♦   investigate other means of getting the message across such as handouts, audiotapes, CD-ROM and other emerging technologies.
♦   show that they can apply the knowledge they have gained to determine the best solution for a variety of presentation events
♦   consider the influence of the timing and location of the presentation, the layout of the room, the purpose of the presentation and the nature and size of the audience, in determining the tone of the event
♦   evaluate and justify their choices by illustrating the reasons and possible advantages and disadvantages
♦   realise that unlimited funds are not an option in real world situations, although there are no budget or costing factors to be considered

Higher National Unit specification: support notes (cont)

Unit title: Presentation Skills

Outcome 2

This Outcome requires candidates to be aware of the resources available to deliver the presentation and methods of evaluating it. They should therefore have the opportunity to:

♦ set and agree objectives against which they will have to evaluate the success of the presentation, eg self evaluation regarding the problems they may have had to overcome, or may not have found the information they required
♦ create a presentation using presentation software including appropriate use of such features as master slides, design templates, drawing tools, auto shapes, text and slide formatting, animations, slide transition, hyperlinks, bullets and numbering, WordArt, charts, tables and multi-media, eg sounds, music, videos, narration
♦ prepare notes to accompany the oral element of the presentation
♦ use a digital camera, sound recording equipment, scanners and internet downloads to provide material
♦ consider how to manage/plan resources and problem solve such as booking of equipment, , negotiating with colleagues, access to internet, lack of/running out of time, difficulty in finding resources for research, rehearsal time
♦ identify sources of information to support a speech — paper-based and electronic — determining what to include/exclude
♦ select the appropriate format and composition for the delivery which could include informative, persuasive, entertaining, use of facts and figures, descriptive statistics, narratives, humour
♦ develop coping strategies to deal with at least one unexpected event such as access, availability or equipment problems

Outcome 3

This Outcome requires candidates to use the knowledge and skills learned in outcomes 1 and 2 to deliver a screen based presentation. They should therefore have the opportunity to:

♦ demonstrate their delivery skills
♦ demonstrate their ability to use presentation software effectively by using a variety of techniques such as animation, transition, colour, templates, master slides, sound, and timing appropriately in their presentation
♦ demonstrate their awareness of nonverbal communication — this could be by dressing appropriately, being aware of their body language and gestures, using appropriate posture, movement, mannerisms and eye contact
♦ convey a range of complex information to an audience by using tools such as statistical analysis, charts and diagrams
♦ develop their ability to manage an audience by developing rapport, using methods of holding interest and interaction with the audience and other audience management tools
♦ handle audience participation in a question and answer session
♦ analyse and critically evaluate the effectiveness of the presentation after it has been delivered by using appropriate feedback forms or other means of collating information to ascertain how the presentation was received by the audience

As many candidates will be unused to public speaking, this Outcome could be used to show the most appropriate ways of controlling nervousness.

Higher National Unit specification: support notes (cont)

Unit title: Presentation Skills

Guidance on the delivery and assessment of this Unit

Where this Unit is delivered within a Higher National framework there may be opportunities to integrate delivery with other Units within the same group award, for example, where making a presentation may be an appropriate way to assess communication skills.

The preparation for Outcome 1 should be based as much as possible on live presentations, examining the nature of the presentation and evaluating methods selected. Visiting speakers would be an appropriate way to develop candidates' skills and knowledge.

The training for Outcomes 2 and 3 could be integrated. Much of the focus should be on the preparation of presentations, using the software, and developing the knowledge of integrating multi-media. Simple and fun presentation tasks could be set as formative work to develop skills and confidence in delivering presentation within the group. Within this context the topic of setting objectives and evaluation should also be considered.

Opportunities for developing Core Skills

The achievement of this Unit gives automatic certification of the following:

♦ The Core Skill *Problem Solving* at SCQF level 6

There are also opportunities in this Unit to develop aspects of the Core Skills in *Communication* and *Information and Communication Technology* at SCQF level 5.

The Core Skill *Problem Solving* at SCQF level 6

From a written case study, candidates must describe the content, purpose, audience and type of location for three different presentation scenarios. For each of those scenarios the candidate must identify two business presentation methods ensuring that at least six are different. The candidates must then evaluate and justify the business presentation methods they selected for each scenario.

In Outcome 2 candidates are to keep draft plans, outlines and the effective organisation of notes and reference materials for a screen-based presentation. Candidates are also expected to manage resources and cope with unexpected events.

This allows the candidate to meet the component Planning and Organising through the specific skills of:

♦ Produce a plan
♦ Identify and obtain resources to carry out the plan
♦ Carry out the task

Candidates need to analyse and critically self-evaluate the final product against agreed objectives in Outcome 2. They are then required to peer evaluate the presentation.

Higher National Unit specification: support notes (cont)

Unit title: Presentation Skills

This allows the candidate to meet the Core Skill *Problem Solving* component Reviewing and Evaluating: Review and evaluate a complex problem solving activity, through the specific skills of:

♦   Evaluate the effectiveness of the strategy/strategies
♦   Identify and gather appropriate evidence
♦   Draw conclusions and make recommendations

The Core Skill *Communication* at SCQF level 5

From a case study, candidates must describe the content, purpose, audience and type of location for thee different presentation scenarios. For each scenario the candidate must identify two business presentation methods ensuring that at least six are different. The candidates must then evaluate and justify the business presentation methods they selected for each scenario.

Candidates must make a presentation to a group of their peers on an agreed topic which they have researched and produced to specific criteria. They must take into account their audience, delivery techniques and the interaction with the audience using questions and answer sessions.

This allows the candidate to meet the *Communication* Core Skill component Oral Communication: Produce and respond to oral communication, through the specific skills of:

♦   Convey all essential information, opinions or ideas with supporting detail accurately and coherently
♦   Show skills in sequencing and linking information, opinions and/or ideas
♦   Use vocabulary and a range of spoken language structures appropriate to purpose and audience
♦   Take account of situation and audience during delivery
♦   Respond to others, taking account of their contributions

The Core Skill *Information and Communication Technology* at SCQF level 5

Candidates must use presentation software to produce a screen based presentation utilising presentation software features and multi-media. This could also involve the use of internet searches or DVDs for research but it is not mandatory. The presentation is analysed and critically self-evaluated against agreed objectives.

Including a strategy for the search, with a range of electronic sources, could fulfil the Core Skill of *Information and Communication Technology* by meeting the following specific skills of the component Accessing Information: Use ICT independently, effectively and responsibly to access information within a range of tasks:

♦   Make effective, independent and responsible use of ICT
♦   Carry out searches for information using a range of electronic sources
♦   Evaluate results of the search strategy using given criteria

Higher National Unit specification: support notes (cont)

Unit title: Presentation Skills

Including an instruction to locate and integrate data from a range of sources could fulfil the Core Skill of *Information and Communication Technology* by meeting the following specific skills of the component Processing Information: Use ICT independently, effectively and responsibly to access information within a range of tasks:

♦ Make effective, independent and responsible use of ICT
♦ Carry out a range of processing tasks using ICT
♦ Locate and integrate data from a range of sources
♦ Evaluate information using given criteria

Open learning

If this Unit is delivered by open or distance learning methods, additional resources will be required for candidate support, assessment and quality assurance. It would require planning by the centre to ensure the sufficiency and authenticity of candidates' evidence.

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website **www.sqa.org.uk/assessmentarrangements**

General information for candidates

Unit title: Presentation Skills

The effective use of presentation skills can give organisations a competitive edge. This Unit gives you an opportunity to find out more about enhanced presentation skills in the following ways:

Outcome 1 will help you develop an understanding of the range of presentation methods and the software available to support these. You will be given an opportunity to evaluate presentation methods for different scenarios along with utilising technical and problem solving skills. The assessment may take the form of a case study.

Outcome 2 involves the preparation of a screen-based ten minute presentation. You will then be required to self-evaluate the presentation. It will contain a minimum of five presentation software features and a minimum of two multimedia features.

Outcome 3 requires the delivery and evaluation of the screen-based presentation prepared in Outcome 2, including managing a question and answer session with the audience.

The assessment of Outcome 2 may be combined with Outcome 3. All draft plans and outlines and the effective organisation of notes and reference materials should be submitted to provide evidence of authenticity.

The achievement of this Unit gives automatic certification of the following:

♦   *Problem Solving* at SCQF level 6

There are also opportunities in this Unit to develop aspects of the Core Skills in *Communication* and *Information and Communication Technology* at SCQF level 5.