



Unit title	Present Ideas and Information to Others in the Creative Industries
SQA Unit code	H6NV 04
SCQF level	7
SCQF credit points	6
SSC Ref	CDM1

History of changes

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Version number	Date	Description

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TITLE	Present ideas and information to others in the creative industries
Learning Outcomes:	Assessment Criteria
The candidate will:	The candidate can:
1. Understand how to develop persuasive proposals to present to others in the creative industries	<p>1.1 Explain how to interpret the requirements of a brief</p> <p>1.2 Identify the information required to prepare a persuasive and viable proposal</p> <p>1.3 Explain how to develop ideas and information in a way that portrays a proposal as more attractive than others</p> <p>1.4 Explain how to structure ideas and information to persuade and inform an audience</p>
2. Understand how to present persuasive proposals to others in the creative industries	<p>2.1 Explain why it is important to establish a relationship with an audience</p> <p>2.2 Assess benefits and limitations of:</p> <ul style="list-style-type: none"> • ways of presenting ideas and information • visual aids • presentation equipment <p>2.3 Explain how to identify the way a target audience wishes to receive ideas and information</p> <p>2.4 Explain the purpose of summarising key features and points of proposals</p> <p>2.5 Explain how to summarise key features and points of proposals effectively in both written and oral formats</p> <p>2.6 Explain how to present information on the viability of proposals</p> <p>2.7 Explain the potential effects on an audience of:</p> <ul style="list-style-type: none"> • voice tone • pace • volume and • non verbal communication <p>2.8 Identify ways to encourage questions in both oral and written presentations</p>

<p>3. Be able to present persuasive proposals to others in the creative industries</p>	<p>3.1 Present information which emphasizes the full range of benefits and attractiveness of own proposal</p> <p>3.2 Present information which is:</p> <ul style="list-style-type: none"> • clear • relevant • reliable <p>3.3 Use language appropriate for an audience</p> <p>3.4 Use resources to enhance an audience's understanding of the key points of a proposal</p> <p>3.5 Comply with time and length restrictions for presentations</p> <p>3.6 Gauge audience reaction during presentations and adapt accordingly</p>
<p>4. Be able to participate in discussion when presenting persuasive proposals to others in the creative industries</p>	<p>4.1 Provide opportunities for an audience to ask questions</p> <p>4.2 Respond to questions from an audience about ideas and information presented</p> <p>4.3 Confirm that an audience has all the required information about a proposal</p>
<p>5. Be able to evaluate own presentation of persuasive proposals to others in the creative industries</p>	<p>5.1 Explain the purpose of evaluating presentations</p> <p>5.2 Identify ways to evaluate presentations</p> <p>5.3 Analyse strengths and areas for improvement in own presentations to others in the creative industries</p>

Additional information about the Unit
Unit purpose and aim(s)
This unit assesses the ability to develop, structure and present information and ideas in ways which are persuasive, relevant and viable. Learners' ideas and information can be in the form of pitches, written reports, oral presentations, or tenders (this list is not exhaustive).
Details of the relationship between the Unit and relevant national occupational standards (if appropriate)
This Unit is based on the NOS (SKSGI2) developed by Creative Skillset
Details of the relationship between the Unit and other standards or curricula (if appropriate)
N/A
Assessment requirements specified by a sector or regulatory body (if appropriate)
N/A

Assessment (evidence) Requirements

Evidence for this Unit should be generated in the workplace or a real work environment under normal commercial operating conditions. Simulation is only acceptable under certain circumstances, please refer to section 4.1 of Creative Skillset's 'Principles of Assessment for use with SVQs and competency-based qualifications in the SCQF'

Guidance on Instruments of Assessment

This Unit is designed to assess the skills and knowledge of candidates in the workplace.

Acceptable types of evidence

The following sources of evidence can be used in the assessment of the competency based learning outcomes:

- Direct observation of learners carrying out the relevant task;
- Portfolios (hard-copy and digital);
- Inspection and evaluation of products produced (this includes electronic evidence where appropriate);
- Questioning of learners to support performance;
- Simulation where agreed (see section 4.1 of Creative Skillset's 'Principles of Assessment');
- Expert Witness where specific expertise is required;
- Supplementary evidence (i.e. Witness Testimony);
- Recorded Internal competency assessments carried out as part of a structured in-company approach (i.e. ISO9000). Assessors should carry out only confirmatory observation.

For knowledge based learning outcomes the following sources of evidence can be used:

- Oral or written exams/test;
- Portfolios (hard-copy and digital);
- Presentations;
- Simulation on where agreed (see section 4.1 of Creative Skillset's 'Principles of Assessment');
- Assignments;
- Projects;
- Case studies.
- Professional Discussion

Please note: This is not an exhaustive list, all of the assessment methods associated with effective delivery and assessment of qualifications that attest to occupational competency may be used.

SQA's Guide to Assessment is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment. The Guide to Assessment can be downloaded free from SQA's website:

http://www.sqa.org.uk/files_ccc/GuideToAssessment.pdf