DES21 Articulate, present and debate ideas in a creative environment - SQA Unit Code H9X2 04

Unit summary

This unit is about the skills required to articulate, present and debate ideas. The unit focuses on the creative ways in which ideas can be presented to provoke response, reaction and critical debate. Risk taking, storytelling and participation in critical debate are key features of the unit. Ideas might be complex in nature and relate to new products, services, creative works or new ways of doing things.

What you must be able to do

a)   Extract key themes, messages and positions to aid clarity of thought and presentation

b)   Reflect on different ways of communicating ideas for different purposes and to different people

c)   Identify the enabling skills and attributes of individuals who can effectively participate in discussions about ideas

d)   Explore and use different techniques to engage, involve others in the process of communication and exchange

e)   Explore the ways that storytelling can be used to communicate ideas

f)   Create innovative approaches to different communication challenges

g)   Be prepared to take risks in the way ideas are presented

h)   Identify specific ways to provoke and encourage response in particular individuals or groups

i)   Present and argue substantiated positions on ideas

j)   Be open to critical analysis of own ideas and to the ideas of others

k)   Identify and participate in conversations that challenge and explore different concepts and approaches and generate new ideas

l)   Respond to questions about ideas with confidence and relevant information

m)   Reflect on and appraise the views of others, and use this to refine ideas and to embrace new ideas

What you must know:

1)   Creative and different ways of expressing and communicating ideas

2)   Different ways in which individuals receive and respond to ideas and information, and what influences their response

3)   The nature and role of risk taking in the presentation and debate of ideas

4)   The role of storytelling in communicating ideas and key storytelling techniques

5)   Techniques to tailor comments to particular audiences