



CUAPPR513

ASSESSOR GUIDE

Present a body of own creative work

Assessment 1 of 3

Short answer questions



Assessment Details

Task overview

This assessment task is divided into seven (7) short answer questions. Read each question carefully before typing your response in the space provided.



Assessment Information

Submission

You are entitled to three (3) attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.



Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment [e.g. allowing additional time]
- the evidence gathering techniques [e.g. oral rather than written questioning, use of a scribe, modifications to equipment]

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.



Please consider the environment before printing this assessment.

Question 1

You have been provided with three (3) common techniques creative professionals use to present their portfolios. Provide a description of each, and describe how these methods effectively display their work.

[Approximate word count: 150-250 words total]

Technique	Description	Effectiveness
Digital portfolios		
Printed portfolios		
Interactive presentations		

Assessor instructions: Students must identify three examples of techniques used by professionals to present their portfolios. These include digital portfolios, printed portfolios and interactive presentations. They will then need to explain how these techniques are effective in showcasing their work. Expected answers reflect the sample below.

A sample answer is provided below.

Technique	Description	Effectiveness
Digital Portfolios	Platforms like Behance, Adobe Portfolio, or personal websites where professionals can display their work in a structured, visually appealing way.	Allows showcasing a broad range of work with details, accessible to a global audience.
Printed Portfolios	Physical portfolios that display the tactile qualities of work are especially important in fields like fine art, fashion, and architecture. Often presented in a high-quality binder or book.	Demonstrates physical craftsmanship and details; impactful in face-to-face interactions. This format can significantly impact face-to-face meetings or interviews as it allows the presenter to guide viewers through their work sequentially, providing a tactile and visual experience. Printed portfolios effectively showcase the quality and detail of work, particularly in disciplines where print media is relevant.

Interactive Presentations	Presentations using tools like PowerPoint, Canva, or interactive PDFs featuring animations, video clips, and hyperlinks for an engaging experience. such as slideshows or digital kiosks to present their portfolios. These can include interactive elements like clickable content, animations, and even virtual or augmented reality experiences.	Effective for narrating the project's journey, showcasing process and problem-solving abilities. Interactive presentations are particularly effective in engaging the audience, as they can explore the portfolio in a dynamic and user-directed manner. This method is effective for showcasing digital work or illustrating the breadth and depth of a project, including its development process.
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Question 2

When digitally formatting presentations, there are techniques to consider that can enhance the design and delivery, making the content more engaging and effective. In the following table are three (3) examples provided for you. Explain how they can enhance engagement along with their benefits.

Tools/Techniques	Engagement/Benefit
Multimedia integration	
Interactive elements e.g. quizzes	
Mobile	

[Approximate word count: 40-80 words total]

Assessor instructions: Students must provide examples of how each tool/technique provided enhances engagement and can benefit design and delivery for presentations. Expected answers reflect the sample below.

A sample answer is provided below.

<p>Multimedia Integration: Including videos, audio, and interactive elements can make the content more dynamic and memorable.</p> <p>Interactive Elements: Quizzes or surveys within the presentation engage the audience and provide instant feedback.</p> <p>Mobile Optimization: Ensuring the presentation is viewable on mobile devices increases accessibility and reach</p>

Question 3

Identified in the table below are the following trend categories within the creative design industry. Design, layout, typography, interactivity and accessibility. Identify the latest trends within each category and explain how these influence audience engagement.

[Approximate word count: 150-200 words total]

Trend Category	Latest Trends	Influence on Audience Engagement
Design		
Layout		
Typography		
Interactivity		
Accessibility		

Assessor instructions: Students must identify the latest trends in design, layout, typography, interactivity and accessibility. They must also explain how these trends are used to influence and engage with the audience. Students must explain the criteria listed in the table below using the information in their learning material. A sample answer is provided below. [Language may differ from the sample answer below, but this general guide indicates the style of solution needed].

A sample answer is provided below.

Trend Category	Latest Trends	Influence on Audience Engagement
Design	Minimalism, use of bold colors and gradients, storytelling visuals.	Minimalistic design focuses the audience on key messages, while bold colors and gradients grab attention and storytelling visuals create a narrative that resonates emotionally. Minimalistic design and clean layouts prevent cognitive overload, allowing the audience to focus on the main message.
Layout	Clean, spacious layouts with less clutter.	Spacious layouts help in prioritising information, making it easier for the audience to digest and retain key points.
Typography	Use of large, readable fonts, mixing font styles for emphasis.	Large, clear fonts improve readability, while mixed styles can highlight important messages and add visual interest. Engaging typography and color schemes draw attention and facilitate understanding.
Interactivity	Incorporation of multimedia, live polls, and clickable elements.	Interactive elements engage the audience actively, making the presentation more memorable and dynamic. Interactive elements like multimedia and live polls keep the audience actively involved, increasing the likelihood of retaining information.
Accessibility	Designing for inclusivity, such as color contrast for visibility, using alt text for images.	Ensuring accessibility widens the audience reach and facilitates better comprehension for individuals with disabilities.

Question 4

Identify the five (5) critical thinking techniques that will contribute to the development of presentation concepts. Provide an explanation of each.

[Approximate word count: 100-150 words]

Assessor instructions: Students must identify five (5) critical thinking techniques that will support them in the development of presentation concepts. They will need to identify and provide a brief explanation of each. Language may differ from the sample answer below, but this general guide indicates the type of response needed.

A sample answer is provided below.

Analysis: Breaks down complex data into smaller parts to understand it better. For instance, a designer analyses the audience, message, and purpose to tailor the presentation effectively.

Evaluation: Involves judging the validity and relevance of information. Designers evaluate elements like color schemes and imagery to ensure they match the presentation's objectives and appeal to the audience.

Problem-solving: Identifies and resolves issues creatively. If a presentation requires clear data presentation, a designer might develop innovative visual aids to clarify complex information.

Synthesis: Combines various information and ideas into a unified concept. A designer might blend research, trends, and creativity to create a compelling presentation narrative.

Reflection: Reviews past decisions and outcomes to improve future work. After presenting, analysing audience feedback and presentation impact helps refine future presentation strategies.

These techniques help professionals craft clear, engaging, and effective presentations tailored to their audience.

Question 5

Elements of cohesive and coherent presentations refer to the aspects that make a presentation unified and logical, ensuring the content is well-organised and clearly communicated to the target audience. This is crucial in ensuring that the presentation is effective in communicating its message, visually appealing, and easy for the audience to follow and understand.

In the table below, identify three (3) key elements of cohesion and coherence that can be implemented and explain how they enhance the effectiveness of a presentation.

[Approximate word count: 100-150 words total]

Aspect	Cohesiveness	Coherence
Key:		
Effectiveness:		

Assessor instructions: Students must include three (3) key elements of how cohesion and coherence can be implemented when developing presentations and why these are effective. Language may differ from the sample answer below, but this general guide indicates the type of response needed

sample answer is provided below.

Aspect	Cohesiveness	Coherence
Key:	Consistency in Design: Same colour scheme, fonts, styling.	Clear Structure: Consistency in design creates a beginning, middle, and end, making it clearer for the reader to follow and understand the structure.
	Unified Theme: Central theme/message linking all content.	Logical Progression: Logical order of ideas and sections. Provides consistency across all information and a unified message.
	Logical Flow: Information is arranged in a logical sequence.	Clarity in Message: Clear main message or objective throughout.
Effectiveness:	Creates a visually unified look and seamless transition between sections.	Facilitates understanding and retention of the message, making it easy for the audience to follow.

Question 6

What are the copyright and intellectual property issues and legislation that professionals in creative practice must be aware of?

[Approximate word count: 80-150 words]

Assessor instructions: Students must identify the copyright and intellectual property legislation responsibilities and the issues if they are infringed on. A sample answer is provided below. Language may differ from the sample answer below, but this general guide indicates the type of response needed.

Legislation that Designers must be aware of includes the Copyright Act 1968, which is the principal legislation governing copyright in Australia. It provides copyright protection to authors of original works, including literary, dramatic, musical, and artistic works, sound recordings, broadcasts, and published editions. Digital designers need to ensure that they either own the copyright in the content they create or have permission to use copyrighted materials.

In the world of creative design, it's essential for professionals to avoid presenting any work or sources as their own without properly attributing the original artist's work. Understanding and adhering to copyright and intellectual property laws is vital. These regulations protect creators' rights, ensuring they receive recognition and compensation for their work. It's essential to be informed about these legal aspects to avoid infringement issues and safeguard one's creative outputs, thereby fostering a fair and innovative environment in the professional creative field.

Question 7

Creative professionals must manage copyright and intellectual property issues and adhere to legal standards while developing professional presentations, promoting themselves, and creating contracts.

In the table below, outline two (2) strategies that can be implemented to comply with the legal demands in these fields, along with a brief explanation for each.

[Approximate word count: 100-150 words total]

Area	Strategy	Description
Profesional presentations		
Self-Promotion		
Contracts		

Assessor instructions: Students must outline two (2) strategies that can be implemented to comply with the legal demands while developing professional presentations, promoting themselves and their work as well as creating contracts. They will also need to provide a brief explanation for each. Language may differ from the sample answer below, but this general guide indicates the type of response needed.

A sample answer is provided below.

Area	Strategy	Description
Profesional presentations	Understand Copyright Laws	Recognise copyright protections and the legal implications of using copyrighted material without permission.
	Seek Permissions and Licenses	Obtain necessary permissions or licenses for using third-party content in presentations.
	Use Creative Commons/Public Domain	Utilise content available under Creative Commons or in the public domain, adhering to license terms.
Self-Promotion	Protect Your Work	Apply copyright to your own creations to prevent unauthorised use, and mark your work with copyright notices.
	Monitor and Enforce	Regularly check how your work is used and enforce your rights through takedown notices or legal action if needed.
	Understand Fair Use and Parody	Be aware of the legal limits of fair use and parody to ensure your promotional activities are compliant.

Contracts	Include Specific IP Clauses	Ensure contracts clearly define the handling of intellectual property, including ownership, usage rights, and distribution.
	Negotiate Terms	Be proactive in negotiating contract terms related to IP to protect your interests, focusing on rights retention, royalties, and attribution.
	Seek Legal Advice	Consult with legal experts to navigate complex IP issues and ensure contracts are legally sound and protect your interests.

Assessment checklist:

Students must have completed all questions within this assessment before submitting. This includes:

1	7 short answer questions to be completed in the spaces provided.	<input type="checkbox"/>
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Congratulations, you have reached the end of Assessment 1

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