



DIPLOMA OF VISUAL ARTS

UNIT GUIDE

Professional Practice 1

CUVPHI520A

Produce an innovative presentation of professional work

College Humanities and Arts
School Creative Arts
Department Visual Arts
Qualification Diploma of Visual Arts
Unit of competency CUVPHI520A Produce an innovative presentation of professional work

Professional Practice 1

Delivery overview

Enrolled hours	Class/face to face	Personal Study Commitment
70	40	30 – see description on following page

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National Training Package unit of competency

National code	MP code	Unit title
CUVPHI520A	VAPHI520A	Produce an innovative presentation of professional work

Focus of the training at Melbourne Polytechnic

The main focus of this unit is to provide art / illustration students with the necessary skills and knowledge to ensure they know how to conduct themselves in a professional setting and be able to work with clients as professional practicing artists. This includes understanding the law of copyright, how to commission work and take on commissions, pricing and selling work and setting up a freelance business.

PROFESSIONAL PRACTICE 1 - Timeline / Learning Activities

Week	Topics	Units covered
1	Orientation: Introduction to Unit: What is professional practice / conduct? Student questionnaire: Are you job ready? What is your current situation / art practice? Set up research teams – assign research topics.	CUVPHI520A 1, 2, 3
2	Lecture: Top Tips for Artists:	CUVPHI520A 1, 2, 3
3	Lecture:: Self Promotion / Marketing How do (should) artists / illustrators introduce themselves to the world?	CUVPHI520A 1, 2, 3
4	Lecture: Setting up a home studio: / Going freelance What are the basic fundamentals of going freelance?	CUVPHI520A 1, 2, 3
5	Lecture: Pricing and selling work How much should you charge? Pricing formulas.	CUVPHI520A 1, 2, 3
6	Lecture: Contracts and legalities / Copyright What do artists / illustrators need to know about the law?	CUVPHI520A 1, 2, 3
<i>MID-SEMESTER BREAK</i>		
7	Excursion (TBA)	CUVPHI520A 1, 2, 3
8	Lecture: Taxation and Record Keeping What are the basic requirements? Australian Tax Office. Lecture: Building Networks How do you make connections / contacts?	CUVPHI520A 1, 2, 3
9	<i>Student presentations:</i> <i>Research teams to present a talk on chosen topics.</i>	CUVPHI520A 1, 2, 3
10	<i>Student presentations:</i> <i>Research teams to present a talk on chosen topics.</i>	CUVPHI520A 1, 2, 3
11	<i>Student presentations:</i> <i>Research teams to present a talk on chosen topics.</i>	CUVPHI520A 1, 2, 3
12	<i>Student presentations:</i> <i>Research teams to present a talk on chosen topics.</i>	CUVPHI520A 1, 2, 3
13	<i>Student presentations:</i> <i>Research teams to present a talk on chosen topics.</i>	CUVPHI520A 1, 2, 3
14	<i>Student presentations:</i> <i>Research teams to present a talk on chosen topics.</i>	CUVPHI520A 1, 2, 3
15	Unit summary / Review / Looking at Semester 2 Introduction to exhibition planning, design and setup. End of classes for Semester 1	CUVPHI520A 1, 2, 3
16	Feedback and Review	CUVPHI520A 1, 2, 3

This is a 16-week delivery program that includes nine weeks of teacher-led course instruction and six weeks of student-led activities and presentations. Please refer to your course timetable for classroom location, dates and times.

Students are required to attend all scheduled classes as required. Assessment is based on the direct observation of the student's ability to acquire necessary skills and demonstrate competency with given

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tasks. Teacher-led instruction or the demonstration of techniques is taught in the mornings followed by practice and application of skills taught in the afternoons. Students will be given ample time to practice the skills and techniques taught.

Students are required to bring their own notebook, pens and pencils and a suitable USB hard drive / disk to back up course work or to enable the safe transfer of files.

Students are required to keep back-up copies of all work.

Images that are deemed offensive will be removed from computers and disciplinary action may incur.

Guest speakers will be introduced throughout the Semester as required and pending availability.

Personal study commitment

Students are expected to spend an additional 30 hours out of class and outside the planned delivery to practice and acquire the necessary skills required to complete the assessment tasks / project work for this unit cluster. This includes conducting further research on key topics presented during class lectures and tutorials, reading relevant and related material, visiting (or participating in) industry-related events, attending shows, exhibitions, etc. and developing their own personal resource file/s

Resources

Physical resources and materials

Computer (PC or Mac), Adobe software, MS Office software (i.e. Microsoft Word), USB or portable hard drive, notebook and writing tools.

Required texts

None specified

Suggested reading

Learning material will be developed and disseminated by teaching staff throughout this course.

Resources available on the Student Portal or within the Institute Learning Resource centre will also be made available to students throughout the Semester.

ASSESSMENT OVERVIEW

Key to Assessment Methods below*

A	Observation (roleplay, workplace, practical)	F	Written test/exam
B	Simulation	G	Folio
C	Oral questioning	H	Journal
D	Project	I	Workbook
E	Assignment/written activities	J	Case study

Project	Details	*Methods	Due date
Project 1	Survival Guide for Artists / Illustrators Students are required to work in groups to present their research findings on a set of allocated topics such as pricing, selling, applying for grants, copyright, setting up a business, self promotion, etc. The students will also develop factsheets that when combined, will form and become a useful 'survival guide' for emerging artists and illustrators.	A, B, C, D, H, I.	End of Semester

Further unit information

The full unit of competency is available on the student portal or at: <http://training.gov.au/>.

PROJECT TITLE	SURVIVAL GUIDE		
Assessment method	A, B, C, D, H, I.	Task no.	1 of 1
Teacher	Con Emmanuelle	Due date	Refer to unit timeline
Resources	USB Notebook Online / Digital resources as required		

PROJECT INSTRUCTIONS

This project is divided into three tasks:

- (1) ORAL PRESENTATION
- (2) VISUAL PRESENTATION
- (3) FACTSHEET

You are required to work as part of a team to research one of the following topics and then present your findings to the class in the manner of a visual and oral presentation. Each team will be allocated a different topic during the second week of classes. The topics are:

1. Self promotion and marketing
2. Setting up a home office / going freelance
3. Pricing and selling your work
4. Contracts and legalities
5. Taxation and record keeping
6. Networking



In addition to the oral and visual presentation, each team is also required to develop an informative 'factsheet' based on their chosen topic and research. All the team factsheets will be combined to create a 'survival guide' for artist / illustrators. Each factsheet must be kept to a single A4 page. A template will be provided. The information must be written in your own words. Marks deducted for poor grammar, spelling mistakes and punctuation errors.

DELIVERY SCHEDULE:

Weeks 1 - 13: A series of lectures, tutorials and students presentations will take place that explore each topic in detail to help students develop useful factsheets.

HOW YOU WILL BE ASSESSED:

The rubric and criteria on Page 6 will be used to provide feedback and assessment. In addition, students will also be assessed on the following:

1. Attendance to lectures, tutorials and student presentations
2. Active participation in class discussions / activities and presentations

Feedback and Assessment

TEAM MEMBERS:			
TOPIC:		DATE	
Assessor/s	Con Emmanuelle		

1 VISUAL SUPPORT / SLIDESHOW	N	LOW	MED	HIGH
• Screen Design / Slide Design				
• Effective use of slides / images (size, clarity, quantity, quality etc.)				

2 ORAL PRESENTATION	N	LOW	MED	HIGH
• Communication skills (language, pace, tone, pitch, etc.)				
• Body language / appearance / professional conduct				
• Overall knowledge demonstrated / Evidence of effective research				

3 A4 FACTSHEET	N	LOW	MED	HIGH
• Design / Page Layout and Formatting				
• Content: Effective research and analysis				
• Spelling and Grammar / Sentence Structure / Readability and legibility				

N = UNGRADED OR UNSIGHTED

VISUAL PRESENTATION	ORAL PRESENTATION	FACT SHEET	FINAL GRADE

ASSESSMENT FEEDBACK / COMMENTS

Assessor signature:	Date:
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