

# Unit 2: Communicating and Presenting Ideas in the Creative Media Sector

Unit code: R/600/9038

QCF level: 3

Credit value: 5

Guided learning hours: 30

## Unit aim

The aim of this unit is to prepare the learner with an understanding of appropriate communication and presentation techniques relevant to the Creative Media workplace.

## Learning outcomes and assessment criteria

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

On completion of this unit a learner should:

## Learning outcomes Assessment criteria

### 1 Understand how to communicate in the workplace

1.1 Describe several communication techniques and explain their appropriate application

1.2 Compare a range of techniques used for influencing and persuading others and their application

1.3 Describe how to give and receive constructive feedback

1.4 Describe methods used to communicate technical and specialist issues within and across teams

## **2 Be able to present own ideas in different environments**

2.1 Describe examples of effective presentation techniques

2.2 Select and justify appropriate presentation techniques for a specific creative idea

2.3 Present own creative ideas on a one-to-one basis; in a small group; to a large group

2.4 Evaluate, with others, areas of strength and weakness, in relation to own presentation