BSBCRT412

Articulate, present and debate ideas

Assessment 2 of 5

Add assessment type here

Version 2

Task overview

This assessment task is divided into three (3) activities. Read each question carefully before typing your response in the space provided.

Additional resources and supporting documents
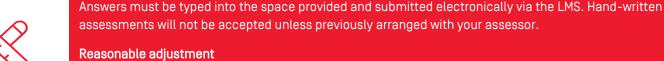
To complete this assessment, you will need:

– Fusion Graphix Presentation Template
– Fusion Graphix Professional Development Policy and Procedures

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.

Case study

Fusion Graphix is a Graphic Design Studio that offers B2B graphic design, web design and marketing services. They create print and digital media of high quality. Their goal is to make businesses not only look great but also meet all their expectations by delivering great results.

For the purpose of this assessment, you will play the role of Jackie Spade, the Administration Manager of Fusion Graphix.

You received the following email from John Lewis, the Studio Manager of Fusion Graphix:

Good morning, Jackie,

As you may know, several new people have joined the Fusion Graphix team of late.

To make sure the new team members are fully aware of Fusion Graphix's professional development policy, I'd like you to plan a presentation for them about their responsibility to source their own professional development opportunities as outlined in Fusion Graphix's Professional Development Policy and Procedures.

As they are still settling in, please plan a presentation that uses various techniques to engage the audience. Be creative!

You will also need to prepare the presentation materials to go to with the plan. You must plan for a verbal presentation that will take approximately 10–15 minutes and must include two of the following (one of which must make use of digital technology):

- *a PowerPoint or similar presentation*
- *a video*
- *a handout*
- *a prop*
- *an interactive activity*
- *a role play (live or videoed).*

Please also identify a specific professional development opportunity team members may wish to pursue (see policy for suggested PD topics) and use storytelling elements to articulate and contextualise how this PD opportunity may benefit them. You must get them involved in discussing suitable options for PD.

Note, two of our new staff members identify English as their second language, and one attendee is hearing impaired. You will need to factor this into your communications.

Please email a copy of your plan and presentation for review.
Kind Regards,
John Lewis

Use the project plan template provided below to record the information requested in the email about your presentation.

To complete the Presentation Plan you will need to access **Fusion Graphix Professional Development Policy and Procedures.**

Assessor instructions: Students must fill out the template below following the instructions provided in the template.

A sample answer is provided below.

PRESENTATION PLAN
1. Focus of the Presentation [Approx. word count: 80 – 100 words]
Write the key points of Fusion Graphix's Professional Development Policy and Procedures which is the focus of your presentation. *Include a specific suggested professional activity and your reasons for choosing this activity. Please link to the activity/course.*   *<<Insert your response here>>*   *Students' response must include the following:* ▪ *The main points of Fusion Graphix's professional development policy as described in the content provided.* ▪ *A suggested PD activity and a link to that activity. The activity suggested must be in line with one of the suggested topics in Fusion Graphix content provided. Must also include bullet point reasons for the selection of this activity.*
2. Presentation outcomes
By the end of the presentation, the attendees will be able to: ▪ *<<List three [3] outcomes to be achieved by this presentation here>>* *Students' response will vary but their outcomes need to relate to the content of the presentation. A sample answer is provided below:* ▪ *Identify the next PD activity.* ▪ *Plan suitable PD activities.* ▪ *Complete a PD plan.*
3. Visual aids to be used [Approx. word count: 150 – 170 words]

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Describe the two (2) accompanying visual aids/communication pieces you will use in your presentation and how each will be used to mitigate the communication challenges that are present.

<<Insert your response here>>

The student must demonstrate the following:

- *Two (2) aids were chosen from the list provided, one of which must make use of digital technology (i.e., PowerPoint presentation or video).*

- *Include a description that shows understanding of how aids can and will be used to enhance communication.*

  An example response is provided below:

  "I chose a PowerPoint presentation and a video with subtitles. I provided the Power Point presentation as a handout to enhance my presentation.

  A PowerPoint presentation can be a useful aid to a presentation as it provides a visual reinforcement of the key points made within a presentation. This will help the attendee with the hearing impairment as well as the attendee that English is their second language.

  A PowerPoint presentation can also be given to attendees (or those that were unable to attend) in a digital or hard copy format to use as a reminder of the content delivered.

  I also chose to show relevant videos with subtitles to accommodate the specific challenges of my audience."

- Explain why storytelling is a useful tool for communicating ideas and how you will use this technique in your presentation to persuade and engage your audience.

- Explore two (2) ways in which you will encourage your audience to engage in your presentation.

[Approx. word count: 200 – 250 words]

<<Insert your response here>>

Student's response needs to:

- *Show an understanding of the concept of storytelling and how it can benefit communications.*

- *Include a description as to how they will use storytelling in their presentation.*

- *Show an understanding of how their communication aids can be used to encourage people to listen to and engage in their presentation.*

- *Describe how they will tailor their language or communications style to the audience.*

- *Describe how they will take risks or use stories.*

- *Describe how they will structure their presentation to include opportunities for the audience to ask questions or make comments.*

  An example response is provided below:

  "Storytelling is a valuable tool within communication as it allows content to be presented in a manner which is identifiable and relatable for the audience. Storytelling provides the

opportunity to contextualise the story being told to reflect the needs and experience of the audience and persuades them. I will use a story that shows how a team that had been newly formed to work on a specific project benefitted from attending a team building exercise. I will show that the use of team building was used in this instance to fast track the formation of bonds and understanding of each other's strengths within the team so that they were able to effectively deliver their project.

Neuroscience tells us that a good story literally changes the chemicals in our brain related to trust and therefore can assist in persuading the audience:

The story needs to have a strong emotional centrepiece; It must continually build anticipation, then the reveal should highlight the point that needs to be made."

"The two methods I will use to encourage engagement in my presentation are the use of an interactive activity (quiz) and asking open ended questions of attendees. The quiz will encourage attendees to consider their own position with respect to professional development activities. Following completion of the quiz I will ask attendees to comment on their results. This will be followed up by open ended questions to other participants, i.e., 'Sarah, what are your thoughts on what Jean has just said? Does this reflect your own experience?' Leading the discussion and encouraging specific people to contribute will hopefully encourage participants to make contributions and be part of a group wide conversation."

4.	How will you address the specific needs of the audience?

List three (3) ways (for each) in which the needs of the following participants will be acknowledged and addressed:

1. *colleagues for whom English is not their first language*

   <<Insert three (3) ways here>>

2. *hearing impaired colleague.*

   <<Insert three (3) ways here>>

Students' responses must come from the lists provided in the sample answer below:

- *Three appropriate measures for hearing impaired attendees:*
  - *Use a PowerPoint presentation.*
  - *Speak with attendees prior to the presentation to discuss their needs and preferences.*
  - *Use of sign language interpreter.*
  - *Use voice to text application or website such as:*
    - *https://www.speechtexter.com/ https://dictation.io/speech*
    - *https://www.android.com/accessibility/live-transcribe/*
    - *https://webcaptioner.com/captioner*
  - *Always face forward when speaking. This aids lip reading.*
  - *Use captioning with video.*
  - *Provide the transcript or key notes.*
- *Three appropriate measures for English as second language attendees. Methods listed may include (but are not limited to) the following:*
  - *Use an appropriate English level.*

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– Provide an interpreter.

– Organise seating with a colleague who can assist with any unfamiliar terminology.

– Include handouts or written material provided in the preferred language.

– Conduct a briefing afterwards to confirm understanding or to clarify any unfamiliar concepts.

5. What audience participation techniques will you use?

[Approx. word count: 80 – 100 words]

Describe two (2) techniques, skills, and attributes you can use to encourage and enable people to contribute to the discussion during your presentation.

<<Insert your response here>>

Students must demonstrate the following:

▪ *Include a description of two specific techniques, skills or attributes that encourage people to contribute to discussion. Students' answers must include two (2) of the six (6) techniques provided below:*

   – asking questions of the audience

   – pausing, providing time for people to contribute or ask a question

   – using encouraging body language, making eye contact, smiling

   – advising at the outset that discussion is encouraged

   – moving around the audience

   – using a warm and friendly manner when presenting.

▪ *Include a description of how the two techniques, skills or attributes identified will be used within their presentation.*

   Example:

   "I will encourage people at the outset to ask any questions they wish during the presentation and pause after each point has been made so as to allow time for people to contribute. When people contribute, I will use body language appropriate to their contribution (i.e., smiling and nodding if appropriate) to encourage further discussion."

6. What risk taking technique will you use?

[Approx. word count: 100 – 150 words]

Discuss the concept of risk taking and how you will apply this in your presentation.

<<Insert your response here>>

Students must demonstrate the following:

▪ *Include a description of the concept of risk taking within presentations. Students will need to cover the following concepts in their response:*

   – risk tasking uses unpredictability and a departure from more normal presentation styles

Activity 2

Develop a presentation using the **Fusion Graphix Presentation Template**. Ensure you presentation includes the information discussed in the case study (John Lewis email) and your presentation plan. Instructions:

1. Create an engaging presentation that:

   - has a logical flow: introduction, topic information and conclusion or call to action
   - keep the text on the slides to a minimum
   - use clear and easy to read font
   - use relevant images and animation
   - images, diagrams, graphs, smart art is clear and easy to read
   - pitched at the right level (not too technical and not to simple)
   - adheres to the organisational style guide (follow the "how to use instructions" provided on the second slide of the template)

2. Write delivery notes to support your presentation so you have a structured and professional delivery. Your notes need to include an introduction and address key points to be discussed so that information on the slides is minimal. Your notes need to include possible questions and answers, where attendees can go for further information and have a conclusion or call to action.

3. Save your presentation as **YourName – Presentation** and submit it.

Assessor instructions: Students must create a presentation using the Fusion Graphix Presentation Template. They must ensure their presentation is based on the information provided in the case study, align with their presentation plan, and covers all the points provided in the instructions of this activity.

Activity 3

Email a copy of your presentation plan and presentation, to John Lewis for review using the email template below.

The email must specify the following:

- It is delivered to John Lewis, Studio Manager

- It is from you (Jackie Spade)
- State the date and time
- The attachments must be listed in the attachment section.
- Include a relevant subject
- State the reason for the email.

(Approx. word count: 15 – 20 words)

Assessor instructions: Students must send an email using the instructions provided in the activity.

A sample answer is provided below.

Email Template

To:	<<Add name(s) and position title of main email recipients here>> *John Lewis, Studio Manager*
From:	<<Add your name and position title here>> *Jackie Spade, Administration Manager*
CC:	<<Add names and position titles of carbon copy email recipients here>>
Date/time:	<<Add the time and date of the email here>> *28.10.22, 10: 28 A.M*
Subject:	<<Add the subject of the email here>> *Presentation Plan*
Attachments:	<<Add the name of any attachments here>> *Presentation Plan.docx* *Presentation.docx*

Dear <<Add email recipient(s) name here>>,

<<Add message here>>

Regards,

<<Add your name here>>

<<Add your job position here>>

Sample Answer:

> *Dear John,*
>
> *Please find attached the Presentation Plan and the Presentation for review.*
>
> *Regards,*
> *Jackie Spade*
> *Administration Manager*

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Assessment checklist:

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

Assessment 2		
1	Presentation Plan	☐
2	Presentation	☐
3	Email	☐

Congratulations you have reached the end of Assessment 2!