



Australian Government

CUAPHI502 Research and apply photo imaging trends

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 2.0.

Application

This unit describes the skills and knowledge required to investigate photo imaging trends and emerging technologies and assess their creative and commercial applications.

It applies to self-directed creative practitioners who use knowledge of emerging trends to evaluate, plan and implement changes to their workflows, products and technology.

No licensing, legislative or certification conditions apply to this unit at the time of publication.

Unit Sector

Visual communication – photo imaging

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Investigate trends and emerging technologies in photo imaging industry	1.1 Identify trends and emerging technologies that impact on photo imaging using credible and current sources of information 1.2 Evaluate implications of trends and emerging technologies on photo imaging 1.3 Document details of sources of information, and trends and technologies identified
2. Assess creative and commercial opportunities in industry trends	2.1 Use critical thinking techniques to identify creative and commercial opportunities that arise from research 2.2 Clarify business objectives associated with the identified opportunities 2.3 Identify entrepreneurial attitudes and strategies required to

ELEMENT	PERFORMANCE CRITERIA
	develop identified opportunities 2.4 Assess feasibility, commercial viability and risks of pursuing the identified opportunities 2.5 Develop a plan to realise the identified opportunities
3. Review business and creative impact of opportunities	3.1 Implement plan for identified creative and commercial opportunities 3.2 Review outcomes against business objectives 3.3 Develop systems and strategies to identify and respond to future creative and commercial opportunities

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 1.2, 3.2	<ul style="list-style-type: none"> Interprets an extensive range of information from reliable sources to analyse and apply content to new directions of own practice Critically evaluates information sources for scope and reliability Reviews business goals and strategies in plans and critically compares them with the outcomes of identified and realised creative and commercial opportunities
Writing	1.3, 2.5, 3.3	<ul style="list-style-type: none"> Documents detailed research outcomes and develops logically structured and detailed plans that convey goals and strategies, selecting structure, format and language to suit own use
Numeracy	2.4, 2.5	<ul style="list-style-type: none"> Performs calculations and costings to assess the financial viability and risks of new opportunities in own practice
Get the work done	1.1, 1.2, 2.1-2.4, 3.1-3.3	<ul style="list-style-type: none"> Plans, organises and undertakes tasks required to identify the influence of industry trends and developing technologies on own practice Makes informed decisions about commercial and creative opportunities by analysing feasibility, risk and viability

		<ul style="list-style-type: none">• Develops and implements plans to action commercial and creative opportunities within own practice• Evaluates outcomes of decisions and organises methods and approaches to act on future opportunities
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAPHI502 Research and apply photo imaging trends	CUVPHI517A Research and exploit photo imaging trends	Updated to meet Standards for Training Packages. Revised title. Minor edits to elements and performance criteria.	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>