



Australian Government

Assessment Requirements for CUAPHI505 Produce commercial photo images

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.

Performance Evidence

Evidence of the ability to:

- interpret a brief and confirm requirements with client and other relevant personnel
- arrange agreements, contracts, licences, permits and invoices following standard business practices
- devise a shoot schedule and organise photo imaging equipment, subjects and locations to shoot commercial photo images according to legal requirements
- apply imaging skills to capture and optimise commercial photo images, in collaboration with others
- process, catalogue and archive photo images in accordance with industry standards
- package photo images for promotional purposes
- evaluate own performance and creative products for future improvement.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- describe styles and conceptual and aesthetic approaches as they apply to commercial photo images in a range of contexts
- describe the features and capabilities of commercial photo imaging capture technologies
- explain techniques to proof, optimise and process commercial photo images
- outline work health and safety requirements when using commercial photo imaging equipment in various interior and exterior locations
- describe key business and taxation practices associated with a commercial photo imaging practice
- describe professional practice arrangements and codes of practice applicable to a commercial photographer.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in creative arts industry environments. The assessment environment must include access to:

- photo imaging capture and production equipment
- locations and studios for commercial photo imaging shoots.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational educational and training legislation, frameworks and/or standards.

Links

Companion Volume implementation guides are found in VETNet -

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