



Australian Government

CUAPHI507 Produce media 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.

Application

This unit describes the skills and knowledge required to produce photo images for media services.

It applies to individuals who interpret editorial team assignments, work with journalists and liaise with public safety services and the general public. They usually work unsupervised and may also work with journalists and a range of creative personnel.

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. Plan for media assignment	1.1 Meet with editor, team or journalist to define or refine shoot requirements, objectives and deadlines 1.2 Evaluate intended use, style and theme of media assignment and confirm publication platform with relevant personnel 1.3 Research styles and conceptual and aesthetic approaches to similar subject material
2. Prepare for shoot	2.1 Review shoot requirements against assignment objectives 2.2 Confirm professional practice arrangements are met, including insurances, releases, licences, permits, intellectual property, privacy and other relevant legal requirements

ELEMENT	PERFORMANCE CRITERIA
	<p>2.3 Investigate and address media codes of practice and work health and safety requirements specific to assignment</p> <p>2.4 Develop shoot management timelines, liaise with relevant personnel and prepare equipment</p> <p>2.5 Liaise with necessary people to arrange access to locations and other subjects</p>
3. Shoot and produce images	<p>3.1 Capture images within shoot context safely and ethically, and record necessary detail for captions</p> <p>3.2 Optimise images and complete caption details to meet necessary specifications using media industry standards</p> <p>3.3 Output and transmit photo images as required</p>
4. Wrap up and review shoot	<p>4.1 Check and reinstate equipment to original condition</p> <p>4.2 Review feedback from relevant personnel and evaluate personal performance in shoot context</p> <p>4.3 Catalogue and archive images according to industry standards</p> <p>4.4 Update work samples of media photo images for promotional purposes</p> <p>4.5 Identify future opportunities, work directions, equipment needs and workflow changes resulting from shoot</p>

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	1.3, 2.1-2.3, 3.2	<ul style="list-style-type: none"> Interprets and evaluates extensive visual and textual information of varying complexity and purpose to inform work requirements
Writing	1.1, 2.2, 2.4, 2.5, 3.1, 3.2	<ul style="list-style-type: none"> Records assignment requirements and caption details, and prepares shoot schedule information Prepares correspondence to confirm access to location and subject, and ensures professional practice and compliance documents are complete using industry recognised structure, formats, language and terminology

		<ul style="list-style-type: none"> Composes and edits text to suit caption requirements
Oral Communication	1.1,1.2, 2.4, 2.5	<ul style="list-style-type: none"> Participates in discussions with colleagues and other people to exchange information and determine requirements using appropriate language and tone Uses active listening and questioning techniques to elicit information and confirm understanding or agreement
Navigate the world of work	2.2, 2.3, 3.2, 4.3-4.5	<ul style="list-style-type: none"> Meets workplace expectations for preparation and capture of media photo images in compliance with professional practice requirements, and privacy, intellectual property and other related legislation Takes personal responsibility for adherence to media codes of practice and safety practices specific to assignments Uses systematic processes to identify and store images and update promotional work samples Assesses shoot outcomes to identify the practical aspects of potential changes in own practice
Interact with others	1.1, 1.2, 2.4, 2.5	<ul style="list-style-type: none"> Identifies and uses appropriate communication methods and practices to participate in exchange of ideas and opinions and confirm project requirements with colleagues Cooperates with co-workers and external people to establish requirements and negotiate agreement
Get the work done	2.1, 2.2, 2.4, 2.5, 3.1-3.3, 4.1, 4.2, 4.5	<ul style="list-style-type: none"> Uses systematic planning and processes to prepare for media photo shoots, confirm shoot objectives, establish schedule and location requirements and manage required communication Applies professional judgement to capture images safely and ethically within the context Makes aesthetic and technical decisions to determine refinements that meet the shoot objectives, and completes output to meet requirements Follows established wrap up practices to perform equipment checks and update work samples Reviews shoot outcomes and feedback to evaluate own performance, establish future work opportunities and identify the follow-on changes required in work practice

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAPHI507 Produce media photo images	CUVPHI523A Produce media photo images	Updated to meet Standards for Training Packages and clarify intent. 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>