



Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI02B Develop self for photoimaging industry

Release: 1

CUVPHI02B Develop self for photoimaging industry

Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This is a professional practice unit which describes development of technical and conceptual skills required to work in the photoimaging environment. It also deals with communicating effectively and working strategically to achieve planned outcomes as a photoimaging practitioner. This work would usually be carried out under mentored supervision.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Not Applicable

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units This unit has linkages to all other photoimaging units and combined assessment and/or training with these units may be appropriate.

Employability Skills Information

Employability skills This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Acquire and develop technical skills.	<p>1.1 Plan <i>strategies</i> to ensure the development of appropriate <i>technical skills</i> in photoimaging practice.</p> <p>1.2 Identify and use relevant practice, feedback, discussion and evaluation opportunities to continuously improve technical skills.</p> <p>1.3 Test the capabilities of materials, tools and equipment to develop technical skills.</p> <p>1.4 Identify and use relevant journals, magazines, catalogues and other media to stimulate technical and professional <i>development</i>.</p>
2 Develop conceptual skills and ideas.	<p>2.1 Discuss ideas with others and apply knowledge gained to inform own practice.</p> <p>2.2 Use work practice to gain experience in a range of genres and interpretations.</p> <p>2.3 Study the work of others to stimulate conceptual and technical skills development.</p> <p>2.4 Identify and use a range of <i>opportunities</i> to develop own practice and keep informed about current photoimaging practice.</p>
3 Develop own style.	<p>3.1 Explore and <i>experiment</i> with new ideas in making and/or interpreting work.</p> <p>3.2 Explore and use technology where appropriate to expand own practice.</p> <p>3.3 Demonstrate own style through photoimaging project realisation.</p>
4 Evaluate own work.	<p>4.1 Seek and apply constructive criticism from more experienced practitioners.</p> <p>4.2 Evaluate own work against planned strategy for own photoimaging practice.</p> <p>4.3 Evaluate own work in the context of work by others in order to extend own practice.</p> <p>4.4 Adjust work processes and practice as necessary to improve technical, conceptual and commercial outcomes.</p>

ELEMENT**PERFORMANCE CRITERIA**

- | | |
|---------------------------------------|--|
| 5 Research work opportunities. | 5.1 Correctly identify <i>sources of information</i> relating to work opportunities. |
| | 5.2 Identify <i>networks</i> and <i>promotional opportunities</i> within the industry which may be helpful in developing career opportunities. |
| | 5.3 Incorporate research results and information into own work practice and career planning. |

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills:

- literacy skills sufficient to read and interpret a broad range of information pertaining to the photoimaging industry
- numeracy skills sufficient to interpret technical charts/diagrams for the photoimaging industry.

Required knowledge:

- information and resources available to develop self as photoimaging practitioner
- trends in photoimaging including impact of digital technology
- physical properties and capabilities of photoimaging materials, equipment, processes and their applications
- elements and principles of photoimaging and allied creative industries relevant to the area(s) of specialisation
- theoretical and historical contexts relevant to the area(s) of specialisation
- organisational and legislative occupational health and safety procedures in relation to the use of photoimaging equipment, materials, and techniques
- environmental issues associated with the equipment and materials used in photoimaging work
- other photoimaging practitioners, their work, ideas and techniques
- copyright, moral and intellectual property issues and legislation associated with photoimaging.

REQUIRED SKILLS AND KNOWLEDGE

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit in this unit

The following evidence is critical to the judgement of competence in this unit:

- application of planned strategies to develop appropriate skills in photoimaging practice
- demonstration of work practice which develops own style through exploring and experimenting with new ideas in making and/or interpreting work.

Context of and specific resources for assessment

The assessment context must provide for:

- the opportunity to use a range of strategies and resources to develop own practice
- assessment conducted over a period of time to reflect the ongoing nature of skills in this unit.

EVIDENCE GUIDE

Method of assessment

Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:

- oral questioning and/or discussion about the candidate's intentions and work outcome
- written reports or presentations
- review of folios, which may include photographic images (including digital construction) in artist's books, boxed sets, print folios, exhibitions, through electronic media presentation devices, and installations
- third party workplace reports of performance by the candidate.

Assessment methods should reflect workplace demands (e.g. literacy) and the needs of particular groups (e.g. people with disabilities and people who have literacy or numeracy difficulties such as speakers of languages other than English, remote communities and those with interrupted schooling).

Assessment of this unit requires access to equipment for photoimaging practice and to information about photoimaging.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Strategies for developing self as a photoimaging practitioner may include:

- applying photoimaging techniques
- being involved in a range of relevant photoimaging activities
- communicating with peers
- experimenting and testing
- identifying and using a range of opportunities
- participating in professional development and other learning opportunities
- participating in relevant associations
- undertaking training courses
- working effectively with mentor/assessor/trainer.

Technical skills may include skills in:

- advertising
- destination/natural history
- editorial
- fashion
- illustration
- medical/technical/scientific
- photo/social-documentary
- photoimaging for a visual arts context
- photoimaging in a graphics and multimedia context
- press and public relations
- wedding/portrait.

RANGE STATEMENT

Development of own style may involve:

- analysing and researching the work of others relevant to selected area of specialisation
- analysing conventions, practices and customs in photoimaging practice and allied creative industries
- developing a project and/or folio
- exploring elements and principles of photoimaging and allied creative industries.

Opportunities to develop own practice may include:

- competitions
- exhibitions
- floor talks at galleries
- lectures, seminars, conferences, symposiums
- master classes
- membership of professional organisation/body
- trade fairs expositions
- visits to workplaces.

Experimenting and testing refers to:

- extending the possibilities of materials, equipment towards their full potential and this involves innovation.

Sources of information may include:

- employer listings
- exhibition catalogues and programs
- job advertisements
- photographic journals
- websites
- word of mouth.

Networks may include:

- alumni organisations
- colleagues and teachers
- consumer organisations
- professional associations.

RANGE STATEMENT

Promotional opportunities
may include:

- applications to funding bodies
- competitions
- exhibitions.

Unit Sector(s)

Not Applicable