



Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI510A Plan, capture and exploit visual art photoimages

Release: 1

CUVPHI510A Plan, capture and exploit visual art photoimages

Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to participate in a photoimaging professional practice within the visual arts sector.

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

Application of the Unit

Application of the unit

This unit applies to the production of visual art photoimages and is based on the workflow associated with the art photoimaging industry.

This unit requires the application of skills and knowledge in order to conceptualise, research and initiate projects; undertake strategic planning and production tasks; manage finances, output visual art photoimages to industry specifications; and liaise/consult with a range of associated and allied persons, work teams, government agencies and private enterprise.

Art photoimaging is undertaken within the visual arts community, and while art photographers usually work with limited supervision and guidance, they also work in creative team structures with team leaders and/or collaborators.

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units

The following units or demonstrated equivalence are required prior to undertaking this unit:

- CUVCRS14A Prepare, store and maintain finished work
- CUVDES04A Integrate colour theory and design processes in response to a brief
- CUVPHI04A Apply photoimaging lighting techniques
- CUVPHI05A Use a 35mm SLR camera or digital equivalent
- CUVPHI06A Plan and carry out image capture in response to a brief
- CUVPHI07A Process photoimages to work print/file stage
- CUVPHI08A Enhance, manipulate and output photoimages.

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 Conceptualise, research and initiate project opportunities.	1.1 Research and identify relevant <i>project opportunities</i> using appropriate <i>sources of information</i> . 1.2 Critique and review project opportunities with <i>appropriate person/s</i> and identify project concept. 1.3 Consider application process (where required) and <i>technical requirements</i> of the project. 1.4 Prepare a <i>projected budget</i> , timeline and <i>supporting material</i> for the application, submission and/or expression of interest. 1.5 Complete and submit application, submission and/or expression of interest to relevant organisation.
2 Prepare for project.	2.1 Research/adopt <i>professional practice arrangements</i> for project and adopt <i>documentation procedures</i> of the workflow and associated functions. 2.2 Capture, acquire and enhance developmental images to agreed specifications in order to illustrate potential project concepts. 2.3 Integrate image products into production samples and maquettes. 2.4 Critically evaluate production samples and confirm with client and/or other <i>stakeholders</i> .
3 Create and present finished work.	3.1 Capture, acquire, enhance and output images to agreed specifications and integrate into creative product. 3.2 Continually review work quality/progress. 3.3 Archive images appropriately for creative product. 3.4 Pack work and transport to agreed location by appropriate method/s. 3.5 Present, display and/or install work to agreed specification.

ELEMENT	PERFORMANCE CRITERIA
4 Exploit promotional and media opportunities for project.	<p>4.1 Identify and coordinate <i>media and promotion opportunities</i> for project.</p> <p>4.2 Prepare media statement and images for promotion.</p> <p>4.3 Supply <i>media package</i> to selected agencies and collect, collate and follow up on <i>media response</i>.</p>
5 Wrap up and review project.	<p>5.1 Document installation and collate progress images and documents of project.</p> <p>5.2 Complete <i>contractual and financial requirements</i>.</p> <p>5.3 Maintain contractual and financial records for business and taxation purposes.</p> <p>5.4 Review responses to the work from clients, stakeholders, peers and members of the public.</p> <p>5.5 Review personal performance within project context.</p> <p>5.6 Identify future opportunities, work directions, themes and concerns resulting from project.</p>

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills:

- photoimaging skills sufficient to:
 - archive, maintain and manage film and digital assets
 - create/optimize files and film to photoimaging industry standards
 - exhibit, transport and display photoimages in an art context
- research skills sufficient to:
 - access information on all aspects associated with photoimaging shoots
 - compare contemporary styles and conceptual/aesthetic approaches to art photoimaging
 - maintain professional practice arrangements for art photoimaging

REQUIRED SKILLS AND KNOWLEDGE

- literacy skills sufficient to:
 - write artist's statements and develop a resume/curriculum vitae
 - interpret and develop business documents and contracts
 - obtain necessary permits and licences to operate ancillary equipment and work in special locations
- numeracy skills sufficient to:
 - maintain contractual/financial records for business/taxation purposes
 - prepare budgets, quotations and invoices
- critical thinking skills sufficient to:
 - recognise/address barriers to effective photoimaging workflow
 - employ reflective questioning to analyse performance
- problem solving skills sufficient to identify/rectify equipment malfunction/failure
- communication skills sufficient to:
 - attract and maintain sponsors
 - engage and negotiate with stakeholders in a meaningful and respectful way
 - establish and nourish industry links with suppliers, contactors and employees
 - explain conceptual basis for work in written and verbal contexts
 - negotiate prices and fair exchange of services
 - promote own photoimaging work in the media
 - resolve complaints and disputes
 - work effectively with diversity
- learning skills sufficient to:
 - learn operation of ancillary equipment
 - upgrade knowledge required to work in the varied locations of art imaging
 - review personal performance within shoot context
- planning and organising skills sufficient to:
 - coordinate activities of models, assistants, creative and production teams
 - organise shoots on location/in studio and prepare shoot management timelines
- technology skills sufficient to check and reinstate equipment, studio and props.

Required knowledge:

- business practice (e.g. partnerships, contracts, intellectual property, copyright, legal, moral, insurance, financial, budget, political, OHS, licences and permits)
- relationship between artist and professional bodies/associations
- selection, testing and evaluation of technology to ascertain suitability for personal creative production purposes
- traditions and contemporary issues that inform art photoimaging practice
- working within the arts, media and gallery/exhibition environments.

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

Evidence of the following is essential:

- ability to apply a typical workflow in art photoimaging professional practice
- ability to apply business, coordination and negotiation skills to own photoimaging work practices
- ability to apply problem solving skills to the creative process
- ability to apply technical and imaging skills, including capturing/optimising art images
- ability to conceptualise, research, initiate, design and present visual art projects
- ability to interact and liaise with potential clients, commissioning agents, media agencies, peers and associated professionals.

Context of and specific resources for assessment

Assessment must ensure:

- access to a range of photoimaging production equipment (e.g. cameras, computers, software, printers, darkrooms, studios, lighting and accessories)
- access to a range of locations and studios for art photoimaging shoots
- access to sources of information to research contemporary styles and conceptual/aesthetic approaches to art photoimaging
- opportunity for collaboration with or in allied creative arts disciplines
- access to appropriate learning and assessment

EVIDENCE GUIDE

support when required

- the use of culturally appropriate processes, and techniques appropriate to the oracy, language and literacy capacity of the assessee and the work being performed.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by candidate
- direct observation of candidate applying a typical workflow in art photoimaging professional practice
- case studies to assess candidate's ability to research contemporary styles and conceptual/aesthetic approaches to art photoimaging
- participation in/observation of art photography/photoimaging award/s
- review of creative products against industry standards and service specifications
- written and oral questioning or interview to test conceptual and technical soundness of project interpretation and creative product.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- CUVCRS11A Select and prepare work for exhibition
- CUVPHI501A Research role and use of the photoimage in visual communication
- CUVPHI502A Research and exploit photoimaging trends
- CUVPHI503A Explore the descriptive and emotive nature of photo lighting
- CUVPHI504A Investigate and exploit innovative imaging options
- CUVPHI505A Produce an innovative presentation package of professional work.

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.

Project opportunities may include:

- art grants
- commission work
- self-commissioned work
- sponsorship opportunities.

Sources of information may include:

- copyright/legal representatives
- discussions with innovative industry practitioners
- electronic/print media (news, reviews, articles)
- employee association/union representatives (and other sources of industrial relations information)
- events (industry functions, conferences, trade fairs, community activities, expositions, exhibitions, festivals, social events)
- government bodies and associated publications
- industry associations
- Internet/podcasts
- libraries and archives (text, film, video, sound, graphic)
- lifestyle and contemporary issues magazines
- museums/galleries/studios
- national/international journals (e.g. artist, computing and design journals)
- personal observations and experience
- professional competitions and awards
- retail/wholesale suppliers of products and services
- technical publications/reference books
- training programs, seminars, conferences, competitions, awards, exhibitions, symposiums, workshops, master classes and other professional development opportunities.

RANGE STATEMENT

- Appropriate person/s*** may include:
- critics, commentators and polemicists
 - curators/gallerists
 - members of relevant professional associations
 - mentors/peers
 - practising artists or members of allied fields.
- Technical requirements*** may include:
- allied and symbiotic technologies
 - analogue or digital technologies
 - emerging technologies
 - interactive and/or multimedia
 - visual/non-visual communication technology.
- Projected budget*** may include:
- analysis of potential time spent on each aspect of project (as a costed item at an appropriate rate)
 - other project expenses
 - professional development costs for project
 - professional services and fees
 - promotion and marketing costs
 - quotes for all projected production costs
 - travel, accommodation and out-of-pocket expenses.
- Supporting material*** may include:
- artist's statement (including how personal practice or capabilities would satisfy project requirements)
 - curriculum vitae or resume
 - developmental images or concepts
 - documentation procedure documents
 - referees.
- Professional practice arrangements*** may include:
- contracts
 - copyright, moral rights and licensing
 - financial management
 - insurance (personal, public risk, accident and sickness, equipment, completed art in display, transportation and storage)
 - intellectual property rights
 - licences and permits

RANGE STATEMENT

- model and property releases
- OHS
- project budget management.

Documentation procedures may include:

- photo-documentary record of key aspects of the project
- website, blogsite or online newsletter
- written reviews or research papers on progress.

Stakeholders may include:

- architects and engineers
- community groups
- funding organisations
- project managers
- sponsors
- subjects chosen to illustrate the theme or concept.

Media and promotion opportunities may include:

- feature articles
- news coverage
- opening events
- radio and television interviews
- reviews
- websites.

Media package may include:

- artist statement
- curriculum vitae
- media release
- sponsor information
- supporting visual material (images, video footage, logos)
- venue and opening dates and hours information.

Media response may include:

- newspaper and magazines reports
- reviews
- television and radio coverage
- video and audio transcripts.

RANGE STATEMENT

Contractual and financial requirements may include:

- grant acquittals
- invoicing
- project budget analysis (actual/projected)
- project payments, including professional services, hire of equipment/spaces
- written agreements for project.

Unit Sector(s)

Not Applicable

Competency field

Competency field Design and Visual Communication - Photoimaging