Australian Government

Department of Education, Employment and Workplace Relations

CUVACD512A Work with photomedia in creative practice

Release: 1

INDUSTRY
SKILLS
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Creating Australia's Future

CUVACD512A Work with photomedia in creative practice

Modification History

Version	Comments
CUVACD512A	This version first released with *CUV11 Visual Arts, Craft and Design Training Package version 1.0*

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to work with any type of photomedia in professional creative practice.

Application of the Unit

Professional artists and designers working in many media and disciplines engage with photomedia in different ways, depending on the needs of their practice.

Photomedia may be used as a vehicle for the creative presentation or documentation of work, or could be a finished work in its own right, either as a whole work or part of a work. It may include still images, film, video, music or interactive content.

At this level, the practitioner works independently with mentoring and guidance as required. This unit does not address the specialised skills needed by photo imaging professionals.

Licensing/Regulatory Information

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

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Element	Performance Criteria
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.*

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Elements and Performance Criteria

1. Explore the potential of photomedia in own work	1.1 Research the potential of *photomedia* in own work using appropriate *sources of information*
	1.2 Reference traditional and contemporary approaches to the use of photomedia
	1.3 Identify relevant *technologies* and approaches for the development of photomedia projects
	1.4 Develop ideas for work through investigation, exploration, discussion and review
2. Experiment with photomedia	2.1 Confirm a command of the basic technical features and capabilities of chosen technologies
	2.2 Explore and experiment with particular features of specific technologies, including the potential of combining technologies for particular purposes
	2.3 Achieve different effects by extending the capabilities of photomedia technologies
	2.4 Refine ideas through a process of experimentation
3. Create and present finished photomedia work	3.1 Fulfil work objectives through manipulation of technologies with increasing skill and confidence
	3.2 Challenge and test technical and conceptual aspects of the work during the development process
	3.3 Complete technical requirements for integration of photomedia with other media
	3.4 Finalise images and files using appropriate protocols
	3.5 Apply safe work practices for chosen photomedia technologies
4. Evaluate work	4.1 Review work in progress in the context of personal, professional and artistic objectives
	4.2 Identify and respond to *opportunities for refinement and re-thinking*
	4.3 Evaluate the work process in terms of its *efficiency and effectiveness*
	4.4 Evaluate finished work in terms of its *coherence with the project concept,* technical resolution and suitability for the intended purpose

Required Skills and Knowledge

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

Required skills
- communication skills to discuss abstract and complex ideas with others   - critical thinking skills to: - compare contemporary styles and conceptual/aesthetic approaches to photomedia   - employ reflective questioning to analyse own work   - literacy skills to interpret technical information associated with different technologies   - numeracy skills to work with technical features of photomedia technologies   - problem-solving skills to solve technical and conceptual challenge in photomedia projects   - learning and self-management skills to review own work to inform professional development   - planning and organising skills to organise equipment and work processes   - technology skills to work with advanced features of photomedia technologies

Required knowledge
- range of traditional, current and emerging options for the use of photomedia in the context of creative practice   - traditional and contemporary issues that inform the use of photomedia in creative practice   - intellectual property issues and legislation that affect the use of photomedia   - sustainability issues associated with photomedia materials, tools and equipment   - OHS requirements for working with photomedia

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.

Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the ability to: - produce a coherent body of photomedia work using well-developed conceptual and technical skills - research traditional and contemporary photomedia options for application to own work - apply safe work practices for the technologies being used.
Context of and specific resources for assessment	Assessment must ensure access to: a range of photomedia technologies as required by the creative work.
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 observation of work in progress, including exploration of, and experimentation with, techniques - evaluation of technical proficiency within a body of work produced by the candidate - evaluation of processes used by the candidate to evolve and refine photomedia projects - evaluation of the work documentation - questioning and discussion about candidate's intentions and the work outcome - review of portfolios of evidence - review of third-party reports from experienced practitioners. Assessment methods should closely reflect workplace demands (e.g. literacy) and the needs of particular groups (e.g. people with disabilities, and people who may have literacy or numeracy difficulties, such as speakers of languages other than English, remote communities and those with interrupted schooling).
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

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.

Photomedia opportunities may relate to:	• documentation of own work
	• integration in own work
	• presentation of own work
	• a complete work or part of a work, including:
	    • moving images
	    • still images
	    • time-based art.

Sources of information may include:	• critical works • discussions with innovative industry practitioners • electronic or print media • exhibitions • industry associations • internet and podcasts • libraries and archives • lifestyle and contemporary issues magazines • museums • personal observations and experience • technical publications • work of other artists.
Technologies may include:	• digital • experimental • traditional.
Opportunities for refinement and re-thinking may relate to:	• collaboration • ideas • materials • processes • techniques • workflow.
Efficiency and effectiveness may relate to:	• completion on time • completion on budget • positive or negative impact on own health • quality of the work • success in communicating ideas • technical standard of work.

Coherence with the project concept may relate to:	• connections within the work • connections or divergence between initial concept and final product • materials • processes • techniques.

Unit Sector(s)

Visual communication – art, craft and design