



Australian Government

Department of Education, Employment and Workplace Relations

**CUVPHI402A Research and apply
information on the traditions that inform
photo imaging practice**

Release: 1

CUVPHI402A Research and apply information on the traditions that inform photo imaging practice

Modification History

Version	Comments
CUVPHI402A	This version first released with <i>CUV11 Visual Arts, Craft and Design Training Package version 1.0</i>

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to collect, analyse and apply information on the broad traditions that inform photo imaging practice.

Application of the Unit

People working in all areas of photo imaging apply the skills and knowledge described in this unit. The focus of work may be commercial or artistic.

At this level, work would be undertaken independently with supervision or guidance available as required.

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
<i>Elements describe the essential outcomes of a unit of competency.</i>	<i>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.</i>

Elements and Performance Criteria

1. Research photo imaging traditions	1.1 Identify relevant <i>sources</i> of <i>information</i> on traditions to inform photo imaging practice 1.2 Identify and <i>explore potential new and alternative sources</i> that are relevant to own practice 1.3 Use formal and informal <i>research techniques</i> appropriately to access information 1.4 <i>Organise research materials and findings</i> for current and future use
2. Link research to photo imaging practice	2.1 Critically <i>evaluate information</i> in the context of own photo imaging practice and the work of others 2.2 Assess ways in which different aspects of the traditions of photo imaging practice may be used, adapted and challenged in own photo imaging practice 2.3 <i>Develop positions</i> in relation to the traditions of photo imaging practice to inform own current practice
3. Update and maintain knowledge of trends within own areas of photo imaging practice	3.1 Identify and use opportunities to <i>update and expand knowledge</i> of the traditions that inform photo imaging practice 3.2 Discuss application of knowledge of photo imaging traditions with <i>appropriate people</i> and incorporate feedback and ideas as required 3.3 Incorporate and integrate knowledge into own photo imaging practice

Required Skills and Knowledge

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

Required skills

- communication skills to discuss ideas with others
- critical thinking skills to make connections between own photo imaging practice and information gathered on photo imaging traditions
- literacy skills to evaluate relevant sources of information on history and theory
- planning and organising skills to source and evaluate information
- self-management skills to:
 - work to personal goals
 - integrate knowledge of industry trends into own photo imaging practice
- technology skills to access and download information from the internet.

Required knowledge

- sources of information on the traditions that inform photo imaging practice
- formal and informal research techniques to access information
- evolution of the photographic image
- current trends in photo imaging
- intellectual property issues and legislation associated with sourcing, evaluating and applying research to own photo imaging practice.

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	<p>Evidence of the ability to:</p> <ul style="list-style-type: none"> • review a range of information on photo imaging traditions and evaluate its relevance to own practice • apply knowledge of photo imaging traditions to own practice.
Context of and specific resources for assessment	<p>Assessment must ensure access to:</p> <ul style="list-style-type: none"> • materials, resources and equipment needed to source, identify and collect information.
Method of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> • review of case studies to assess ability to review information for application to different work contexts • questioning and discussing candidate's intentions and the work outcome • slides or multimedia presentations • review of portfolios of evidence • review of third-party reports from experienced practitioners. <p>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 which interrupted schooling).</p>
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.</p>

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.

<p>Sources may include:</p>	<ul style="list-style-type: none"> • film • historical texts • images • internet • journal articles • objects • oral histories • scientific texts • secondary texts • stories • technical or medium-specific information • writings of cultural theorists and philosophers.
<p>Information may relate to:</p>	<ul style="list-style-type: none"> • aesthetics • criticism • cultural issues • gender and identity issues • histories of: <ul style="list-style-type: none"> • art • crafts • design • photo imaging • world • land and place • light • linguistics • new technologies • philosophy • politics • signs and symbols • spiritual concerns.
<p>Exploring potential new and alternative sources involves</p>	<ul style="list-style-type: none"> • interviews with innovative photo imaging practitioners • visits to: <ul style="list-style-type: none"> • galleries

accessing information in a culturally appropriate way and may also involve:	<ul style="list-style-type: none">• laboratories• manufacturers of specific photo imaging equipment and materials• special events• trade fairs.
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<p>Research techniques may include:</p>	<ul style="list-style-type: none"> • analysing and comparing information • critical discourse • discussion • judgement • note taking • observation • summarising.
<p>Ways to organise research materials and findings may involve:</p>	<ul style="list-style-type: none"> • charts • database • diagrams • files • indices • mind maps • sketches.
<p>Techniques employed to evaluate information may include:</p>	<ul style="list-style-type: none"> • comparing • considering merit • contrasting • critiquing • discussion and debate • reflecting.
<p>Developing positions involves examination of viewpoints within:</p>	<ul style="list-style-type: none"> • age in relation to human life • culture • ecology • ethnicity • gender • philosophy • politics • race • science • spirituality.
<p>Ways to update and expand knowledge may involve:</p>	<ul style="list-style-type: none"> • discussions with innovative practitioners in relevant areas of photo imaging practice • participating in: <ul style="list-style-type: none"> • conferences • mentoring schemes • seminars • workshops • using the internet • visits to: <ul style="list-style-type: none"> • events • exhibitions

	<ul style="list-style-type: none">• laboratories• manufacturers• studios.
<i>Appropriate people</i> may include:	<ul style="list-style-type: none">• clients• content experts• copyright representatives• current industry practitioners• employers• industry association representatives• information professionals, such as librarians and museum staff• managers• mentors• supervisors• teachers.

Unit Sector(s)

Visual communication – photo imaging