CUA50915 Diploma of Photography and Photo Imaging

Release 1
BUA50915 Diploma of Photography and Photo Imaging

Modification History

<table>
<thead>
<tr>
<th>Release</th>
<th>Comments</th>
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<tbody>
<tr>
<td>Release 1</td>
<td>This qualification first released with CUA Creative Arts and Culture Training Package version 2.0.</td>
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Qualification Description

This qualification reflects the role of individuals who have professional level specialised, technical and theoretical skills to plan, carry out and evaluate photo imaging services.

Practice at this level is underpinned by application of design theory and the ability to critically analyse and synthesise information from a range of sources.

Practitioners may work in a range of industry contexts, including commercial, domestic portrait, media, wedding, illustrative, institutional and art photography.

Licensing/Regulatory Information

No licensing, legislative or certification requirements apply to this qualification at the time of publication.

Entry Requirements

To enter this qualification, individuals must have the conceptual, technical and organisational skills to use of a range of professional digital and/or film cameras and accessories to produce a folio of photo imaging work that demonstrates the ability to respond effectively to different photo imaging challenges and requirements.

Skills and knowledge may have been acquired through experience, or through formal study.
Packaging Rules

Total number of units = 17

3 core units plus
14 elective units of which:

- 4 units must be selected from Group A
- 4 units must be selected from Group B
- 3 units must be selected from Groups A, B or C
- 3 units may be selected from the remaining listed electives, or any currently endorsed training package qualification or accredited course at Certificate IV, Diploma or Advanced Diploma level.

Elective units must be relevant to the work environment and the qualification, maintain the integrity of the AQF alignment and contribute to a valid vocational outcome.

Core units
CUAPHI501 Apply visual communication theory to photo imaging practice
CUAPHI502 Research and apply photo imaging trends
CUAPHI513 Employ colour management in a digital imaging workplace

Elective units
Group A
CUADIG405 Produce innovative digital images
CUADIG508 Refine digital art techniques
CUADIG509 Investigate technologies for the creation of digital art
CUAPHI503 Explore the descriptive and emotive nature of photo lighting
CUAPHI504 Employ specialised imaging technologies
CUAPHI514 Prepare digital images for pre-press processing
CUAPPR404 Develop self as artist
CUAPPR503 Present a body of own creative work
CUAPPR606 Extend expertise in a specialised art form to professional level

Group B
CUAPHI505 Produce commercial photo images
CUAPHI506 Provide photographic portrait services
CUAPHI507 Produce media photo images
CUAPHI508 Provide wedding photo imaging products
CUAPHI509 Plan and produce visual art photo images
CUAPHI510 Produce technical photo images
CUAPHI511 Make illustrative photo images for publication and display
CUAPHI512 Plan and produce stock photo images

Group C
BSBADM407 Administer projects
BSBCOM501 Identify and interpret compliance requirements
BSBCOM502 Evaluate and review compliance
BSBCRT402 Collaborate in a creative process
BSBCRT501 Originate and develop concepts
BSBDES501 Implement design solutions
BSBDES502 Establish, negotiate and refine a design brief
BSBEBU502 Implement e-business solutions
BSBFIM501 Manage budgets and financial plans
BSBIPR401 Use and respect copyright
BSBLED501 Develop a workplace learning environment
BSBMGT517 Manage operational plan
BSBMKG501 Identify and evaluate marketing opportunities
BSBMKG514 Implement and monitor marketing activities
BSBMKG524 Design effective user experiences
BSBMKG525 Design effective web search responses
BSBMKG526 Develop strategies to monetise digital engagement
BSBMKG527 Plan social media engagement
BSBMKG529 Manage client account
BSBMKG530 Create distributed multiplatform digital advertisements
SBPBMG522 Undertake project work
SBREL401 Establish networks
SBSR501 Manage risk
SBBSMB401 Establish legal and risk management requirements of small business
SBBSMB407 Manage a small team
SBBSMB413 Design a digital action plan for small business
SBWH501 Ensure a safe workplace
SBWB501 Manage personal work priorities and professional development
SBWB502 Lead and manage team effectiveness
CUAACD502 Create observational drawings
CUAACD503 Select and refine a specialised drawing technique
CUAACD505 Work with the human form in creative practice
CUAACD506 Refine 2-D design ideas and processes
CUAACD512 Work with photomedia in creative practice
CUACMP501 Manage copyright arrangements
CUADIG401 Author interactive media
CUADIG402 Design user interfaces
CUADIG403 Create user interfaces
CUADIG502 Design digital applications
CUAIND401 Extend expertise in specialist creative field
CUAIND502 Provide freelance services
CUAIND502 Maintain and apply creative arts industry knowledge
CUAPO502 Manage media assets
CUAPPR501 Realise a body of creative work
CUAPPR502 Develop own sustainable professional practice
CUAPPR504 Establish and maintain environmentally sustainable creative practice
CUAPPR505 Establish and maintain safe creative practice
CUAPRE401 Implement preventive conservation activities
CUAPRI501 Refine printmaking techniques
CUAPRI502 Investigate printmaking materials and processes
CHCDIV001 Work with diverse people
SIRRMER516 Style merchandise for photography
SITXICT401 Build and launch a small business website

Qualification Mapping Information

<table>
<thead>
<tr>
<th>Code and title current version</th>
<th>Code and title previous version</th>
<th>Comments</th>
<th>Equivalence status</th>
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<tbody>
<tr>
<td>CUA50915 Diploma of Photography and Photo Imaging</td>
<td>CUV50411 Diploma of Photo Imaging</td>
<td>Updated to meet Standards for Training Packages. Clarification of packaging rules. Removed electives related to health industry. Unit codes updated.</td>
<td>Equivalent qualification</td>
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Links

Companion volumes are available from the IBSA website - http://www.ibsa.org.au/companion_volumes