



Australian Government

CUA50920 Diploma of Photography and Digital Imaging

Release 2

CUA50920 Diploma of Photography and Digital Imaging

Modification History

Release	Comments
Release 2	<p>This version first released with CUA Creative Arts and Culture Training Package Version 6.0.</p> <p>Minor change to add the following unit of competency in the elective unit list:</p> <ul style="list-style-type: none">CUAMWB403 Prepare to work with confronting material and processes in the creative industries.
Release 1	<p>This version first released with CUA Creative Arts and Culture Training Package Version 5.0.</p>

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. The outcomes of this qualification apply to a range of industry contexts in commercial, domestic portrait, media, wedding, illustrative, institutional and art photography work environments, among others. These may be within organisations or of an independent nature.

The job roles that relate to this qualification may include Photographer, Compositor, and Digital Retoucher. It may also provide a pathway to other photography and photo imaging job roles.

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.

Licensing, legislative, regulatory or certification considerations

Qualification

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

Units of competency in qualification

Some individual units of competency may have their own licensing, legislative, regulatory or certification requirements. Users must check individual units of competency for licensing, legislative, regulatory or certification requirements relevant to that unit.

Entry Requirements

Individuals must produce a folio of digital imaging work that demonstrates the application of technical skills and knowledge equivalent to Australian Qualifications Framework (AQF) level 4 or above.

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

Packaging Rules

Total number of units = 17

4 core units plus

13 elective units, of which:

- 6 units must be from Group A
- 3 units must be from Group B
- 2 must be from Groups A and/or B
- 2 may be from the remaining listed electives, or any currently endorsed training package qualification or accredited course.

Elective units must be relevant to the work environment and the qualification, maintain the overall integrity of the AQF alignment, not duplicate the outcome of another unit chosen for the qualification, and contribute to a valid industry-supported vocational outcome.

Core units

CUAPHI523 Employ colour management in a digital imaging workplace

CUAPHI531 Apply visual communication theory to photo imaging practice

CUAPHI532 Research and apply photo imaging trends and emerging technologies

CUAPHI533 Explore and apply photo lighting techniques

Elective units

Group A

CUADIG415 Produce innovative digital images

CUADIG518 Refine digital art techniques

CUADIG519 Investigate technologies for the creation of digital art

CUAPHI534 Employ specialised imaging technologies

CUAPHI524 Prepare digital images for pre-press processing

CUAPPR414 Develop self as artist

CUAPPR513 Present a body of own creative work

CUAPPR616 Extend expertise in a specialised art form to professional level

CUAPHI316 Capture images using drone technology

CUAPHI535 Produce commercial photo images

CUAPHI536 Provide photographic portrait services

CUAPHI537 Produce media photo images

CUAPHI538 Provide wedding photo imaging services

CUAPHI539 Plan and produce visual art photo images

CUAPHI520 Produce technical photo images

CUAPHI521 Make illustrative photo images for publication and display

CUAPHI522 Plan and produce stock photo images

Group B

BSBPMG430 Undertake project work

BSBAUD514 Interpret compliance requirements

BSBAUD515 Evaluate and review compliance

BSBCRT413 Collaborate in creative processes

BSBCRT512 Originate and develop concepts

BSBTEC501 Develop and implement an e-commerce strategy

BSBFIN501 Manage budgets and financial plans

BSBHRM523 Coordinate the learning and development of teams and individuals

BSBOPS502 Manage business operational plans

BSBMKG541 Identify and evaluate marketing opportunities

BSBMKG542 Establish and monitor the marketing mix

BSBMKG546 Develop social media engagement plans

BSBMKG547 Develop strategies to monetise digital engagement

BSBMKG551 Create multiplatform advertisements for mass media

BSBOPS504 Manage risk

BSBESB402 Establish legal and risk management requirements of new business ventures

BSBLDR414 Lead team effectiveness

BSBESB406 Establish operational strategies and procedures for new business ventures

BSBPRC402 Negotiate contracts

BSBTWK401 Build and maintain business relationships

BSBWHS501 Ensure a safe workplace

BSBPEF501 Manage personal and professional development

BSBTWK502 Manage team effectiveness

BSBWHS512 Contribute to managing work-related psychological health and safety

CUAACD532 Create observational drawings

CUAACD533 Select and refine a specialised drawing technique

CUAACD535 Work with the human form in creative practice

CUAACD536 Refine 2-D design ideas and processes

CUAACD522 Work with photomedia in creative practice

CUAACD525 Manage specialised finishing processes

CUACMP511 Manage copyright arrangements

CUADES511 Implement design solutions

CUADES512 Establish, negotiate and refine a design brief

CUADIG401 Author interactive media
CUADIG412 Design user interfaces
CUADIG413 Create user interfaces
CUADIG512 Design digital applications
CUAFIM511 Source funding for projects
CUAIND411 Extend expertise in specialist creative fields
CUAIND412 Provide freelance services
CUAIND512 Enhance professional practice using creative arts industry knowledge
CUAMWB401 Develop and implement own self-care plan in the creative industries
CUAMWB402 Manage feedback on creative practice
CUAMWB403 Prepare to work with confronting material and processes in the creative industries
CUAPOS412 Manage media assets
CUAPPR408 Integrate disability access and inclusion
CUAPPR511 Realise a body of creative work
CUAPPR512 Develop sustainability of own professional practice
CUAPPR514 Establish and maintain environmentally sustainable creative practice
CUAPPR515 Establish and maintain safe creative practice
CUAPRE401 Implement preventive conservation activities
CUAPRI511 Refine printmaking techniques
CUAPRI512 Investigate printmaking materials and processes
CHCDIV001 Work with diverse people
FNSORG501 Develop and manage a budget
SIRRMER008 Plan and style merchandise photoshoots
SITXEBS003 Build and launch a small business website

Qualification Mapping Information

No equivalent qualification. Supersedes and is not equivalent to CUA50915 Diploma of Photography and Photo Imaging.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>