



**Australian Government**

# **CUAACD512 Work with photomedia in creative practice**

**Release: 1**

## CUAACD512 Work with photomedia in creative practice

### Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 2.0.

### Application

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

It applies to individuals who work in many media and disciplines and use photomedia for the creative presentation or documentation of work, or to create parts or the whole of a finished work. It may include still images, film, video, music or interactive content. This unit does not address the specialised skills needed by photo imaging professionals.

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

### Unit Sector

Visual communication – art, craft and design

### Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
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 Consider intellectual property and other legislative requirements relevant to research and development of photomedia ideas 1.3 Examine traditional and contemporary ways photomedia is used 1.4 Identify appropriate digital, traditional or experimental tools and methods for the development of photomedia projects 1.5 Develop ideas for work using investigation, discussion and review

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
2. Experiment with photomedia	<p>2.1 Use the basic technical features and capabilities of chosen tools effectively</p> <p>2.2 Explore and experiment with particular features of specific tools, including the potential for combining them for particular purposes</p> <p>2.3 Achieve different effects by extending the capabilities of digital, traditional or experimental photomedia tools</p> <p>2.4 Refine ideas through a process of experimentation</p>
3. Create and present finished photomedia work	<p>3.1 Manipulate tools with increasing skill and confidence to fulfil work objectives</p> <p>3.2 Critically assess technical and conceptual aspects of the work during the development process</p> <p>3.3 Complete technical requirements for integration of photomedia with other media</p> <p>3.4 Finalise images and files using appropriate protocols</p> <p>3.5 Apply safe work practices for chosen photomedia tools and equipment</p>
4. Evaluate work	<p>4.1 Review work in progress from personal, professional and artistic perspectives</p> <p>4.2 Identify and respond to opportunities for refinement and review</p> <p>4.3 Evaluate the work process in terms of its efficiency</p> <p>4.4 Evaluate finished work in terms of its consistency with the project concept, technical resolution and suitability for the intended purpose</p>

## Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

<b>Skill</b>	<b>Performance Criteria</b>	<b>Description</b>
Reading	1.1, 1.2, 1.3, 1.4, 1.5	<ul style="list-style-type: none"> <li>Interprets and evaluates visual and textual material to identify concepts, techniques, processes and compliance requirements</li> </ul>
Writing	1.1, 1.2	<ul style="list-style-type: none"> <li>Records facts information and ideas related to the creative, technical and compliance outcomes of own</li> </ul>

		work
Oral Communication	1.5	<ul style="list-style-type: none"> <li>Initiates and participates in exchanges with relevant people to elicit useful information</li> </ul>
Navigate the world of work	1.2, 3.5	<ul style="list-style-type: none"> <li>Considers the implication of intellectual property requirements when planning and researching ideas, taking responsibility for incorporating safe work practices in the use of tools and equipment</li> </ul>
Interact with others	1.5	<ul style="list-style-type: none"> <li>Seeks and shares information and ideas in collaborative relationships with other practitioners to inform own work</li> </ul>
Get the work done	1.3, 1.4, 1.5, 2.1–2.4, 3.1–3.4, 4.1–4.4	<ul style="list-style-type: none"> <li>Uses research, experimentation with tools and techniques, and approaches used by others, to develop and refine own ideas</li> <li>Analyses creative objectives and technical processes and requirements to decide on suitable photomedia tools and techniques</li> <li>Critically evaluates the effectiveness of creative and technical decisions during production and recognises and implements improvements</li> </ul>

## Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAACD512 Work with photomedia in creative practice	CUVACD512A Work with photomedia in creative practice	Updated to meet Standards for Training Packages and clarify intent. Minor edits to performance criteria.	Equivalent unit

## Links

Companion Volume implementation guides are found in VETNet - <https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>