



Australian Government

CUAACD522 Work with photomedia in creative practice

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package Version 5.0.

Application

This unit describes the skills and knowledge required to work with any type of photomedia professional creative practice. It involves exploring and experimenting with different ideas related to photomedia, creating own photomedia work and presenting and evaluating finished work.

The unit applies to those 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 applicable sources of information 1.2 Examine traditional and contemporary ways photomedia is used 1.3 Identify different digital, traditional or experimental tools and methods for the development of photomedia projects 1.4 Develop ideas and establish objectives for work using investigation, discussion and review
2. Experiment with	2.1 Explore and experiment with particular features of specific

ELEMENT	PERFORMANCE CRITERIA
photomedia	<p>tools, including potential for combining them for particular purposes</p> <p>2.2 Achieve different effects by extending capabilities of digital, traditional or experimental photomedia tools</p> <p>2.4 Refine ideas through 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 Conduct a critical assessment of the 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 applicable protocols</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 project concept, technical resolution and suitability for intended purpose</p>

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Reading	<ul style="list-style-type: none"> Interprets and evaluates visual and textual material to identify concepts, techniques, processes and compliance requirements
Writing	<ul style="list-style-type: none"> Records facts information and ideas related to creative, technical and compliance outcomes of own work
Oral Communication	<ul style="list-style-type: none"> Initiates and participates in exchanges with different people to elicit useful information
Self-management	<ul style="list-style-type: none"> Considers the implication of intellectual property requirements when planning and researching ideas Takes responsibility for incorporating safe work practices when using tools and equipment

SKILL	DESCRIPTION
Teamwork	<ul style="list-style-type: none">• Seeks and shares information and ideas in collaborative relationships with other practitioners to inform own work
Initiative and enterprise	<ul style="list-style-type: none">• Develops and refines own ideas using research, experimentation with tools and techniques, and approaches used by others• Analyses creative objectives and technical processes and requirements to decide on suitable photomedia tools and techniques
Problem-solving	<ul style="list-style-type: none">• Evaluate the effectiveness of creative and technical decisions during production and recognises and implements improvements

Unit Mapping Information

Supersedes and is equivalent to CUAACD512 Work with photomedia in creative practice.

Links

Companion Volume Implementation Guide is found on VETNet: -

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