



Australian Government

CUADIG415 Produce innovative digital images

Release: 1

CUADIG415 Produce innovative digital images

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 experiment with digital imaging techniques and ideas to develop an individual style or voice.

The unit applies to those who produce digital images for electronic media or physical/online display in art publications and galleries. They organise and finalise these digital images, evaluating their work and making required changes.

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

Unit Sector

Visual communication – Digital content and imaging

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. Develop ideas for digital imaging	1.1 Discuss goals for digital image works and confirm project requirements with required personnel 1.2 Evaluate new approaches to digital imaging based on capabilities of known techniques 1.3 Adapt or introduce new tools, equipment and materials and identify different effects 1.4 Research and adapt ideas and approaches of other practitioners if required, identifying intellectual property rights issues 1.5 Select digital imaging techniques that meet project requirements 1.6 Refine and confirm concept based on research and collaboration with required personnel
2. Organise digital	2.1 Research specific resource requirements and supply options for

ELEMENT	PERFORMANCE CRITERIA
imaging resources	development and presentation of digital imaging works 2.2 Assess cost and other constraints that impact development and presentation of works 2.3 Set up and coordinate resources according to safety and different workplace requirements
3. Realise finished digital images	3.1 Create digital images using techniques and media selected according to work requirements 3.2 Review and refine ideas and complete work according to work requirements 3.3 Finalise images in format suitable for presentation and archive files 3.4 Document and record development of work and research and ideas that informed it
4. Evaluate digital imaging work	4.1 Reflect on own work and identify areas for improvement 4.2 Discuss completed work with required personnel and seek feedback

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
Numeracy	Estimates potential costs to assess effect on project outcomes
Oral communication	Clarifies information and confirms understanding using questioning and active listening
Writing	- Makes notes of research findings and calculations using simple language for own reference - Conveys research outcomes, conceptual development and production processes using logically structured information and visual material
Initiative and enterprise	- Seeks new opportunities and draws on new methods to achieve different effects - Self-directs experimentation with techniques, and analyses concepts and methods of other practitioners - Evaluates effectiveness of technical decisions according to production requirements
Self-management	Takes personal responsibility for adherence to safety, sustainability, intellectual property requirements and industry standards

SKILL	DESCRIPTION
Teamwork	• Discusses own ideas and work directions and elicits feedback on completed work • Identifies improvement opportunities in collaboration with required personnel

Unit Mapping Information

Supersedes and is equivalent to CUADIG405 Produce innovative digital images.

Links

Companion Volume Implementation Guide is found on VETNet -

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