



Australian Government

CUAPHI311 Develop and apply photo imaging industry knowledge

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 maintain currency and apply up-to-date information on the photo imaging industry, including the industry structure and operation, employment obligations and impact of new technology. It involves seeking out credible information, applying gathered information and updating industry knowledge where required.

The unit applies to those who work in commercial contexts, such as photographic studios or photo printing and processing businesses but could also be applied to those who produce photographic works for exhibition.

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

Unit Sector

Visual Communication – Photo 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. Source industry information	1.1 Seek information on structure and operation of photo imaging industry using credible sources 1.2 Seek information on new technologies affecting photo imaging industry using credible sources 1.3 Seek information on ethical, legal, and safe work practices that apply to photographic industry 1.4 Seek information on business practices in photo imaging industry using credible sources

ELEMENT	PERFORMANCE CRITERIA
2. Apply industry information	2.1 Collate and systematically organise information collected 2.2 Discuss and share information about key issues affecting the photo imaging industry with others 2.3 Assist and improve the quality of work performance through the application of gathered credible information
3. Update industry knowledge	3.1 Identify and use opportunities to update knowledge of photo imaging industry 3.2 Monitor current issues affecting photo imaging industry 3.3 Establish and maintain contacts in photo imaging industry

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	Interprets straightforward textual information from credible sources
Writing	Composes text using relevant industry terminology when requesting and providing information
Oral Communication	- Uses simple and required language when seeking and sharing information with others - Follows required communication practices and procedures when sharing information and connecting with people in the photo imaging industry
Self-management	Takes personal responsibility for the application of legal, ethical and safety practices when performing routine daily tasks
Teamwork	Works collaboratively with required personnel ensuring procedures are implemented
Planning and organising	- Selects information sources that are credible and useful for application to photo imaging tasks - Uses simple organisational techniques when developing and maintaining industry contacts and industry knowledge

Unit Mapping Information

Supersedes and is equivalent to CUAPHI301 Develop and apply photo imaging industry knowledge.

Links

Companion Volume Implementation Guide is found on VETNet -

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