



**Australian Government**

**Assessment Requirements for CUAPHI501  
Apply visual communication theory to  
photo imaging practice**

**Release: 1**

## Assessment Requirements for CUAPHI501 Apply visual communication theory to photo imaging practice

### Modification History

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

### Performance Evidence

Evidence of the ability to:

- research visual communication theories to establish their role in the production of photo images
- create a body of photo images that apply visual communication in various modes to engage a target audience
- evaluate own work for its visual communication impact .

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

### Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- outline research techniques relevant to the creative practitioner
- describe a range of contexts in which the photo images are used for visual communication
- identify the common modes of visual communication and describe the essential features that impact on photo image production
- describe common themes used in photo imaging and explain how visual communication is used in their conceptualisation and production
- summarise the key commentators and theories on the connection between visual communication and the photo image.

### Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in creative arts industry environments. The assessment environment must include access to:

- sources of information on historical and contemporary photo imaging practice

- sources of information on theories of visual communication.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational educational and training legislation, frameworks and/or standards.

## **Links**

Companion Volume implementation guides are found in VETNet -

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