



Australian Government

Assessment Requirements for CUAPHI507 Produce media photo images

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 2.0.

Performance Evidence

Evidence of the ability to:

- interpret an assignment with relevant personnel
- arrange insurances, releases, licences, permits and confirm intellectual property, privacy and other relevant legal requirements and codes of practice are met
- devise a shoot timetable and organise photo imaging equipment, subjects and locations to shoot media photo images
- apply imaging skills to capture and optimise media photo images that meet industry standards, in collaboration with others
- process, catalogue and archive photo images in accordance with industry standards
- package photo images for promotional purposes
- evaluate own performance and creative products for future improvement.

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:

- describe styles and conceptual and aesthetic approaches as they apply to media photo images in a range of contexts
- describe the features and capabilities of photo imaging capture technologies
- explain techniques to optimise, process and transfer photo images for use in media
- describe professional practice arrangements and codes of practice as they apply to the media photographer
- outline personal health and safety factors that may affect a media photographer.

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:

- photo imaging capture and production equipment
- locations for media photo imaging shoots.

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>