CUAPHI512 Plan and produce stock 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.

Application

This unit describes the skills and knowledge required to produce photo images that may be used as stock photos for commercial use.

It applies to individuals who have their own photo imaging practice submitting photos to a stock repository or work for photo imaging organisations whose purpose is to provide stock photo images.

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
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Plan creation of stock images	1.1 Research information on contemporary styles and conceptual or aesthetic approaches to inform production of stock photo images 1.2 Evaluate, test and refine technical requirements for range of stock photo imaging projects, and confirm approach with relevant personnel 1.3 Prepare pricing schedules and business documents as required
2. Prepare for creation of stock images	2.1 Adopt professional practice arrangements for shoots 2.2 Evaluate shoot requirements and make test shots to refine technical and conceptual approach 2.3 Prepare shoot management schedules and make shoot

ELEMENT	PERFORMANCE CRITERIA
	preparations
	2.4 Organise models, apparel, fashion accessories, shoot locations and subjects as required for stock images
3. Shoot images for image stock repositories	3.1 Capture stock images according to preconceived style and content of shoot context
	3.2 Optimise and output creative product to meet possible end-user specifications using industry standards
	3.3 Classify and archive photo images according to industry standards
	3.4 Check and reinstate equipment and shoot locations to original condition
4. Display images in image stock repository and review project	4.1 Confirm business arrangements and intellectual property rights with photo stock image repository operators
	4.2 Upload photo images to photo stock image repository or commercial environment for promotion and sale
	4.3 Maintain contractual and financial records for business and taxation purposes
	4.4 Review client feedback and sales metrics, and evaluate own stock photo images for content, style and performance
	4.5 Identify future opportunities, work directions, equipment needs and workflow changes resulting from display of stock photo images

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 2.1, 4.4	• Interprets and evaluates visual and textual information of varying complexity to inform work requirements
Writing	1.3, 2.3, 2.4, 4.1, 4.3	• Prepares workplace documents using industry recognised structure, formats, language and terminology • Proofreads business and financial documents for accuracy of information

Oral Communication	1.2, 2.4, 4.1	• Participates in discussions using clear, straightforward language to convey concepts, shoot information and business arrangements • Uses active listening and questioning techniques to elicit information and confirm understanding
Numeracy	1.3, 4.4	• Performs calculations to determine image pricing and service costs and interpret sales figures
Navigate the world of work	2.1, 3.2, 3.3, 4.1, 4.3	• Meets workplace expectations for preparation and conduct of shoots and provision of stock photography images • Complies with professional practice arrangements, industry standards and legislative responsibilities
Interact with others	1.2, 2.4, 4.1	• Identifies and uses appropriate communication methods and practices to participate in complex discussions and negotiate agreement with relevant personnel and external stakeholders
Get the work done	1.2, 2.2-2.4, 3.1, 3.2, 3.3. 3.4, 4.2-4.5	• Uses methodical planning processes to prepare, and carry out stock photo shoots • Stores and maintains images and records according to requirements • Analyses requirements to determine shoot approach and resource requirements • Reviews shoot outcomes and user feedback to determine future requirements and opportunities for change • Uses digital tools to create and store files

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAPHI512 Plan and produce stock photo images	CUVPHI528A Plan, capture and exploit stock photo images	Updated to meet Standards for Training Packages. Title changed. Minor edits to elements and performance criteria.	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5