Assessment Requirements for CUAPHI531 Apply visual communication theory to photo imaging practice

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.

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- apply visual communication theory to at least two different project specifications.

In the course of the above, the candidate must:

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

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- research techniques relevant to the creative practitioner
- common contexts in which photo images are used for visual communication
- common modes of visual communication and essential features that impact on photo image production
- common themes used in photo imaging and procedures for using visual communication in their conceptualisation and production
- key commentators and theories on the connection between visual communication and the photo image.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- credible sources of information on historical and contemporary photo imaging practice
- credible sources of information on theories of visual communication.
- equipment for producing photo images.

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

Links

Companion Volume Implementation Guide is found on VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5