Australian Government

CUAPHI532 Research and apply photo imaging trends and emerging technologies

Release: 2

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Modification History

Release	Comments
Release 2	This version first released with CUA Creative Arts and Culture Training Package version 5.1. Version created to correct unit mapping error.
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 investigate photo imaging trends and emerging technologies and assess their creative and commercial applications.

The unit applies to self-directed creative practitioners who use knowledge of emerging trends to evaluate, plan and implement changes to their workflows, products and technology.

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. Investigate trends and emerging technologies in photo imaging industry	1.1 Identify trends and emerging technologies that impact on photo imaging using credible and current information 1.2 Evaluate implications of trends and emerging technologies on photo imaging 1.3 Document details of information sources, and trends and technologies identified
2. Assess opportunities in	2.1 Identify creative and commercial opportunities that

ELEMENT	PERFORMANCE CRITERIA
industry trends and technologies	arise from research
	2.2 Clarify business objectives associated with identified opportunities
	2.3 Develop a plan to realise the identified opportunities by assessing feasibility, commercial viability, risks and entrepreneurial strategies
3. Review impact of opportunities	3.1 Implement plan for identified creative and commercial opportunities
	3.2 Review outcomes against business objectives
	3.3 Develop systems and strategies to identify and respond to future creative and commercial opportunities

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 an extensive range of information from credible sources when analysing and applying content • Critically evaluates information sources for scope and reliability
Writing	• Documents detailed research outcomes and develops logically structured and detailed plans that convey goals and strategies, selecting structure, format and language to suit own use
Numeracy	• Performs calculations and costings when assessing financial viability and risks of new opportunities
Planning and organising	• Plans, organises and undertakes tasks required to identify the influence of industry trends and developing technologies on own practice • Makes informed decisions about commercial and creative opportunities by analysing feasibility, risk and viability • Evaluates outcomes of decisions and organises methods and approaches to act on future opportunities

Unit Mapping Information

Supersedes and is equivalent to CUAPHI502 Research and apply photo imaging trends.

Links

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