



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **CUV50407 Diploma of Photoimaging**

**Release: 1**

## **CUV50407 Diploma of Photoimaging**

### **Modification History**

Not Applicable

## Description

### Descriptor

This qualification reflects the role of photoimaging practitioners who possess a sound theoretical knowledge base and use a range of specialised and technical competencies to plan, carry out and evaluate photoimaging services. The qualification has application across a range of industry contexts (including commercial, domestic portrait, media, wedding, illustrative, institutional and art photography), where the practitioner is required to:

- interpret photoimaging assignment briefs from a range of clients
- consult with clients to refine objectives of photoimaging assignments
- select appropriate technologies and workflows to capture images, including type of camera, image recording media, lighting, post capture processing and outputs
- work from a studio or in a range of locations
- employ aesthetic, conceptual, compositional and technical skills to realise photoimaging outcomes
- utilise a range of traditional, contemporary and emergent technologies in the capture, preparation and distribution of image products.

### Job Roles

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Art Photographer
- Commercial/Advertising Photographer
- Domestic Portrait Photographer
- Fashion Photographer
- Industrial/Architectural Photographer
- Media Photographer
- Sports Photographer
- Technical Photographer (Museum/Library/Gallery)
- Technical Photographer (Scientific/Medical/Forensic)
- Wedding Photographer
- 

## Pathways Information

### Qualification Pathways

#### *Pre-requisite Requirements*

There are no pre-requisite requirements for this qualification.

#### *Pathways into the qualification*

Candidates may enter the qualification through a number of entry points demonstrating potential to undertake vocational education and training at Diploma level, including (but not restricted to):

- successful achievement of a Certificate IV qualification in photoimaging or equivalent, such as:
  - CUV40403 Certificate IV in Photoimaging
  - CUV40103 Certificate IV in Visual Arts and Contemporary Craft (ensuring at least eight of the required 14 electives have been drawn from the photoimaging stream)

- extensive vocational experience (paid/voluntary) as a photographer's assistant
- extensive vocational experience in photoimaging practice.
- 

## **Licensing/Regulatory Information**

### **Licensing, Legislative, Regulatory or Certification Considerations**

There is no direct link between this qualification and licensing, legislative and/or regulatory requirements. However, where required, a Unit of Competency will specify relevant licensing, legislative and/or regulatory requirements that impact on the unit.

## **Entry Requirements**

Not Applicable

## Employability Skills Summary

### Employability Skills Summary

#### CUV50407 Diploma of Photoimaging

The following table contains a summary of the Employability Skills required by the photoimaging industry for this qualification. The Employability Skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Employability Skill	Industry requirements for this qualification include:
<b>Communication:</b>	<ul style="list-style-type: none"> <li>• articulate potentially complex ideas</li> <li>• articulate research practices and methods</li> <li>• attract and maintain sponsors</li> <li>• clarify work requirements</li> <li>• complete workplace documentation</li> <li>• critique and discuss best practice presentation methodologies, colour theory/management and new photoimaging trends/technology</li> <li>• debate and discuss potentially complex concepts</li> <li>• engage/negotiate with stakeholders in a meaningful and respectful way</li> <li>• establish and maintain industry networks</li> </ul>
	<ul style="list-style-type: none"> <li>• establish/nourish industry links with clients, contractors and employees</li> <li>• explain and describe work practices and methods</li> <li>• explain conceptual basis for work in written and verbal contexts</li> <li>• explain the difference between assignment and licensing of copyright</li> <li>• interpret and clarify written/verbal instructions and design specifications</li> <li>• interpret design briefs and results of focus tests</li> <li>• interpret the needs and rights of relevant parties</li> <li>• liaise with service providers in the presentation of creative products</li> <li>• make business presentations</li> <li>• model open and supportive communication</li> <li>• negotiate with clients/employers to achieve mutually acceptable outcomes</li> </ul>

<b>Employability Skill</b>	<b>Industry requirements for this qualification include:</b>
	<ul style="list-style-type: none"> <li>• negotiate prices/fair exchange of services with clients and project stakeholders</li> <li>• negotiate with suppliers/models/creative teams/project stakeholders</li> <li>• nurture trust</li> <li>• present confidently in a job interview situation</li> <li>• present ideas in ways that engage and provoke response</li> <li>• promote own photoimaging work in the media</li> <li>• receive feedback, maintain effective relationships and manage conflict</li> <li>• resolve complaints and disputes</li> <li>• seek feedback from clients on shoot progress and image selection</li> <li>• transfer newly acquired knowledge to peers and/or employees</li> <li>• use industry and community networks as sources of information</li> <li>• work effectively with diversity and deal empathetically with subjects</li> <li>• write resumes and other promotional material for potential employers.</li> </ul>
<b>Teamwork:</b>	<ul style="list-style-type: none"> <li>• gain trust and confidence of clients and colleagues</li> <li>• present a range of user interface designs (and design concepts) to team members for discussion and feedback</li> <li>• respond constructively to feedback received from other team members</li> <li>• work collaboratively in a team environment (including production teams)</li> <li>• work with relevant parties when negotiating deals.</li> </ul>
<b>Problem solving:</b>	<ul style="list-style-type: none"> <li>• continually evaluate/challenge ideas and move them towards solutions</li> <li>• factor in a range of costs when establishing fee structures</li> <li>• identify/rectify equipment malfunction/failure</li> <li>• recognise and resolve workplace issues</li> </ul>

<b>Employability Skill</b>	<b>Industry requirements for this qualification include:</b>
	<p>when implementing:</p> <ul style="list-style-type: none"> <li>• colour management systems into digital workplace practice</li> <li>• new technology into own photoimaging practice</li> <li>• solve colour issues</li> <li>• solve problems arising from negotiating deals.</li> </ul>
<b>Initiative and enterprise:</b>	<ul style="list-style-type: none"> <li>• apply visual communication principles to produce user interface designs</li> <li>• balance work and personal commitments</li> <li>• be proactive in identifying and following through on work opportunities</li> <li>• develop a strategic approach to maximising return from freelance activity</li> <li>• employ reflective questioning to analyse performance</li> <li>• generate and explore ideas (including a range of ideas for user interface designs that meet specifications)</li> <li>• identify best practice options for the implementation of colour management strategies</li> <li>• identify creative/commercial opportunities</li> <li>• plan and implement presentation concepts</li> <li>• recognise imaging opportunities from research and testing processes</li> <li>• recognise and address barriers to (and innovative possibilities arising from): <ul style="list-style-type: none"> <li>• effective photoimaging workflow</li> <li>• lighting techniques and technology</li> <li>• visual communication principles.</li> </ul> </li> </ul>
<b>Planning and organising:</b>	<ul style="list-style-type: none"> <li>• adhere to timelines within the experimental process</li> <li>• budget for costs associated with the implementation of new technology</li> <li>• coordinate activities of models, assistants, creative and production teams</li> <li>• develop personal budgets and monitor income/expenditure against budgets</li> <li>• develop systems to respond to future:</li> </ul>

<b>Employability Skill</b>	<b>Industry requirements for this qualification include:</b>
	<ul style="list-style-type: none"> <li>• colour theory/management systems</li> <li>• creative/commercial opportunities</li> <li>• document research findings clearly and concisely</li> <li>• establish/maintain personal financial and work record keeping systems</li> <li>• interpret and respond to photoimaging briefs</li> <li>• manage the workflow (research, concept development, production and post production) in the presentation of creative products</li> <li>• organise shoots on location/in studio and prepare shoot management timelines</li> <li>• plan and implement project development processes</li> <li>• plan for contingencies</li> <li>• plan work to maximise cash flow</li> <li>• prepare/circulate self-promotional material to potential clients/employers</li> <li>• plan integration of:               <ul style="list-style-type: none"> <li>• colour management systems into digital workplace practice</li> <li>• new technology into own photoimaging practice.</li> </ul> </li> </ul>
<b>Self-management:</b>	<ul style="list-style-type: none"> <li>• actively seek feedback and learn from others</li> <li>• complete work in accordance with terms and conditions of contracts</li> <li>• make decisions within level of own responsibility</li> <li>• meet deadlines</li> <li>• prioritise work tasks</li> <li>• reflect on and enhance own ability to contribute effectively to a collaborative creative process</li> <li>• seek expert assistance when problems arise.</li> </ul>
<b>Learning:</b>	<ul style="list-style-type: none"> <li>• develop/maintain skills in presentation technology</li> <li>• learn the operation of ancillary equipment</li> </ul>



<b>Employability Skill</b>	<b>Industry requirements for this qualification include:</b>
	<ul style="list-style-type: none"> <li>• keep abreast of industry developments relevant to own area of work</li> <li>• participate in professional development activities</li> <li>• review personal performance within project/shoot contexts</li> <li>• seek expert advice when implementing:               <ul style="list-style-type: none"> <li>• colour management systems</li> <li>• new photoimaging trends and technology</li> </ul> </li> <li>• upgrade knowledge required to work in varied locations.</li> </ul>
<b>Technology:</b>	<ul style="list-style-type: none"> <li>• apply appropriate metadata tags to describe files</li> <li>• apply/maintain quality control procedures for presentation purposes</li> <li>• check and reinstate equipment, studio and props</li> <li>• coordinate the installation of colour management systems/new technology</li> <li>• create designs using storyboards, maps and other diagrams to specify the architecture and navigation of interactive media products</li> <li>• create user interface designs to meet standards and platform parameters</li> <li>• edit enhance, manipulate and output photoimages to industry standards for presentation purposes</li> <li>• manage files and directories using standard naming conventions</li> <li>• proficiently use graphics software to produce user interface designs</li> <li>• proficiently use video software to prepare video sequences for inclusion in an interactive media product</li> <li>• support effective communication and presentation</li> <li>• use an extended range of digital media, design and presentation technologies</li> <li>• use documentation systems for preparing formal contracts and recording/storing</li> </ul>

<b>Employability Skill</b>	<b>Industry requirements for this qualification include:</b>
	copyright agreements <ul style="list-style-type: none"> <li>• use standard word processing, spreadsheet and database applications</li> <li>• use the internet as a source of information.</li> </ul>

Due to the high proportion of electives required by this qualification, the industry requirements described above for each Employability Skill are representative of the photoimaging sector and may not reflect specific job roles. Learning and assessment strategies for this qualification should be based on the requirements of the units of competency for this qualification.

## Packaging Rules

<b>Qualification Rules</b>
<b>Total number of units = 17</b> <b>3 core units</b> plus <b>8 specialist units</b> , with a minimum of <b>3</b> selected from each of the following two specialist fields: <ul style="list-style-type: none"> <li>• Photoimaging (Generic competencies)</li> <li>• Photoimaging (Contextual competencies), plus</li> </ul> <b>6 elective units</b> , with at least <b>3</b> selected from the remaining specialist/elective units. The other <b>3 elective units</b> may be selected from the remaining specialist/elective units or from a Diploma qualification in any other nationally endorsed Training Package. Electives must be relevant to the work outcome, local industry requirements and the qualification level.
<b>Core Units</b>
CUVPHI501A Research role and use of the photoimage in visual communication CUVPHI502A Research and exploit photoimaging trends CUVPHI514A Employ colour management in a digital imaging workplace
<b>Specialist Elective Units</b>
<b>Photoimaging (Generic competencies)</b> CUVPHI02B Develop self for photoimaging industry CUVPHI09B Use colour materials, processing and printing techniques in a wet darkroom context

**Qualification Rules**

CUVPHI503A Explore the descriptive and emotive nature of photo lighting

CUVPHI504A Investigate and exploit innovative imaging options

CUVPHI505A Produce an innovative presentation of professional work

CUVPHI515A Prepare digital images for pre-press printing

CUVVSP13B Research and experiment with techniques for digital image enhancement and manipulation

**Photoimaging (Contextual competencies)**

CUVPHI506A Produce commercial photoimages

CUVPHI507A Provide domestic portrait services

CUVPHI508A Produce media photoimages

CUVPHI509A Make wedding photoimaging products

CUVPHI510A Plan, capture and exploit art photoimages

CUVPHI511A Produce technical photoimages

CUVPHI512A Make illustrative images for publication and display

CUVPHI513A Plan, capture and exploit stock photoimages

**Creative and Design Process**

BSBCRT402A Collaborate in a creative process

BSBCRT403A Explore the history and social impact of creativity

BSBCRT501A Originate and develop concepts

BSBDES501A Implement design solutions

BSBDES502A Establish, negotiate and refine a design brief

**Post Production**

CUFPOS402A Manage media assets

**Project Management**

BSBADM407B Administer projects

BSBPMG510A Manage projects

PSPPM402B Manage simple projects

PSPPM405A Administer simple projects

**Relationship Management**

BSBREL401A Establish networks

**Non-Specialist Elective Units****Compliance**

**Qualification Rules**

CUFCMP501A Manage and exploit copyright arrangements

BSBCOM501B Identify and interpret compliance requirements

BSBCOM502B Evaluate and review compliance

**Digital Content and Imaging**

CUFDIG401A Author interactive media

CUFDIG402A Design user interfaces

CUFDIG403A Create user interfaces

CUFDIG502A Design web environments

**Diversity and Interpersonal Communication**

BSBCM401A Make a presentation

HLTCOM408B Use specific health terminology to communicate effectively

HLTHIR403B Work effectively with culturally diverse clients and co-workers

**Financial Management**

BSBFIM501A Manage budgets and financial plans

THHGLE16B Manage physical assets

**Information and Communications Technology**

BSBITA401A Design databases

BSBITU501A Manage business document design and development

ICAS5199A Manage business websites and servers

ICAS5203A Evaluate and select a web hosting service

ICAT4221A Locate equipment, system and software faults

**Information Collection Management and Preventative Conservation**

CULMS008A Conceive, develop and realise exhibition designs

CULMS009A Implement preventive conservation activities

CULMS010A Contribute to the preservation of cultural material

**Knowledge Management**

BSBINM501A Manage an information or knowledge management system

CULMS412B Record and maintain collection information

CULMS610B Research, describe and document cultural material

**Learning and Development**

BSBLED501A Develop a workplace learning environment

**Management**

**Qualification Rules**

BSBMGT502B	Manage people performance
BSBMGT515A	Manage operational plan
BSBMGT516A	Facilitate continuous improvement

**Marketing**

BSBMKG403A	Promote products and services
BSBMKG501B	Identify and evaluate marketing opportunities
BSBMKG514A	Implement and monitor marketing activities
CUFIND401A	Provide services on a freelance basis

**Medical and Scientific Photography**

HLTDA417A	Take a clinical photograph
PMLTEST409A	Capture and manage scientific images

**Occupational Health and Safety**

BSBOHS509A	Ensure a safe workplace
------------	-------------------------

**Risk Management**

BSBRSK501A	Manage risk
------------	-------------

**Purchasing and Contracting**

TAATAS503B	Manage contracted work
------------	------------------------

**Recordkeeping**

BSBRKG501A	Develop and maintain terminology and classification schemes
------------	---

**Small and Micro Business**

BSBSMB401A	Establish legal and management requirements of small business
BSBSMB407A	Manage a small team

**Visual Arts and Contemporary Craft**

CUVVSP46B	Research and experiment with techniques to produce prints
-----------	---

**Visual Merchandising**

WRRVM15A	Style merchandise for photography
----------	-----------------------------------

**Workplace Effectiveness**

BSBWOR401A	Establish effective workplace relationships
BSBWOR501A	Manage personal work priorities and professional development
BSBWOR502A	Ensure team effectiveness
HLTOPD401A	Work effectively in the ophthalmic industry

**Selecting Electives for Different Outcomes**

The context for this qualification varies, and this must guide the selection of elective units. Examples of appropriate elective units for particular outcomes at this level follow.

### **Art Photographer**

Core units plus:

- BSBCRT501A Originate and develop concepts
- BSBREL401A Establish networks
- CUFCMP501A Manage and exploit copyright arrangements
- CUFIND401A Provide services on a freelance basis
- CUFPOS402A Manage media assets
- CULMS008A Conceive, develop and realise exhibition designs
- CUVPHI503A Explore the descriptive and emotive nature of photo lighting
- CUVPHI504A Investigate and exploit innovative imaging options
- CUVPHI505A Produce an innovative presentation of professional work
- CUVPHI508A Produce media photoimages
- CUVPHI510A Plan, capture and exploit art photoimages
- CUVPHI512A Make illustrative images for publication and display
- CUVVSP13B Research and experiment with techniques for digital image enhancement and manipulation
- CUVVSP46B Research and experiment with techniques to produce prints

### **Commercial Photographer**

Core units plus:

- BSBCRT501A Originate and develop concepts
- BSBMKG514A Implement and monitor marketing activities
- BSBREL401A Establish networks
- BSBR501A Manage risk
- CUFCMP501A Manage and exploit copyright arrangements
- CUFIND401A Provide services on a freelance basis
- CUFPOS402A Manage media assets
- CUVPHI503A Explore the descriptive and emotive nature of photo lighting
- CUVPHI504A Investigate and exploit innovative imaging options
- CUVPHI505A Produce an innovative presentation of professional work
- CUVPHI506A Produce commercial photoimages
- CUVPHI510A Plan, capture and exploit art photoimages
- CUVPHI512A Make illustrative images for publication and display
- CUVPHI515A Prepare digital images for pre-press printing

### **Media Photographer**

Core units plus:

- BSBCRT501A Originate and develop concepts
- BSBMKG514A Implement and monitor marketing activities
- BSBREL401A Establish networks
- BSBR501A Manage risk
- CUFCMP501A Manage and exploit copyright arrangements
- CUFIND401A Provide services on a freelance basis
- CUFPOS402A Manage media assets
- CUVPHI503A Explore the descriptive and emotive nature of photo lighting
- CUVPHI504A Investigate and exploit innovative imaging options
- CUVPHI505A Produce an innovative presentation of professional work
- CUVPHI508A Produce media photoimages

CUVPHI512A Make illustrative images for publication and display

CUVPHI513A Plan, capture and exploit stock photoimages

ICAT4221A Locate equipment, system and software faults

### **Technical Photographer (Medical)**

Core units plus:

BSBCOM501B Identify and interpret compliance requirements

BSBREL401A Establish networks

BSBWOR501A Manage personal work priorities and professional development

CUFCMP501A Manage and exploit copyright arrangements

CUFPOS402A Manage media assets

CUVPHI503A Explore the descriptive and emotive nature of photo lighting

CUVPHI504A Investigate and exploit innovative imaging options

CUVPHI505A Produce an innovative presentation of professional work

CUVPHI508A Produce media photoimages

CUVPHI511A Produce technical photoimages

CUVPHI512A Make illustrative images for publication and display

HLTCOM408B Use specific health terminology to communicate effectively

PMLTEST409A Capture and manage scientific images

THHGLE16B Manage physical assets

### **Technical Photographer (Museum/Library)**

Core units plus:

BSBRKG501A Develop and maintain terminology and classification schemes

BSBWOR501A Manage personal work priorities and professional development

CUFCMP501A Manage and exploit copyright arrangements

CUFPOS402A Manage media assets

CULMS010A Contribute to the preservation of cultural material

CULMS412B Record and maintain collection information

CUVPHI503A Explore the descriptive and emotive nature of photo lighting

CUVPHI504A Investigate and exploit innovative imaging options

CUVPHI505A Produce an innovative presentation of professional work

CUVPHI511A Produce technical photoimages

CUVPHI512A Make illustrative images for publication and display

CUVPHI513A Plan, capture and exploit stock photoimages

PSPPM402B Manage simple projects

THHGLE16B Manage physical assets

### **Sports Photographer**

Core units plus:

BSBCRT501A Originate and develop concepts

BSBPMG510A Manage projects

BSBREL401A Establish networks

BSBRSK501A Manage risk

CUFCMP501A Manage and exploit copyright arrangements

CUFIND401A Provide services on a freelance basis

CUFPOS402A Manage media assets

CUVPHI503A Explore the descriptive and emotive nature of photo lighting

CUVPHI504A Investigate and exploit innovative imaging options

CUVPHI505A Produce an innovative presentation of professional work

CUVPHI508A Produce media photoimages

CUVPHI512A Make illustrative images for publication and display

CUVPHI513A Plan, capture and exploit stock photoimages

ICAT4221A Locate equipment, system and software faults

### **Wedding Photographer**

Core units plus:

BSBCRT501A Originate and develop concepts

BSBITU501A Manage business document design and development

BSBMKG514A Implement and monitor marketing activities

BSBREL401A Establish networks

CUFCMP501A Manage and exploit copyright arrangements

CUFDIG502A Design web environments

CUFIND401A Provide services on a freelance basis

CUFPOS402A Manage media assets

CUVPHI503A Explore the descriptive and emotive nature of photo lighting

CUVPHI504A Investigate and exploit innovative imaging options

CUVPHI505A Produce an innovative presentation of professional work

CUVPHI507A Provide domestic portrait services

CUVPHI509A Make wedding photoimaging products

CUVPHI512A Make illustrative images for publication and display