



Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI01B Source and apply photoimaging industry knowledge

Release: 1

CUVPHI01B Source and apply photoimaging industry knowledge

Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This unit describes the skills and knowledge required to source, apply and update a general knowledge of the photoimaging industry, including industry structure and operation, employment obligations and the impact of new technology. This knowledge underpins effective performance in all work roles within the photoimaging industry. In-depth knowledge is not required.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Not Applicable

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units

This unit underpins effective performance in all industry work practices and as such could be assessed and/or trained in conjunction with other operational and technical units.

Employability Skills Information

Employability skills

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<p>1 Source and apply information on the structure and operation of the photoimaging industry.</p>	<p>1.1 Correctly identify and access sources of <i>information</i> on the <i>photoimaging</i> industry, including information relating to:</p> <ul style="list-style-type: none"> • industry structure, different sectors and the products and services available • major industry bodies • relationship between photoimaging and allied industries <p>economic and social significance of the industry.</p> <p>1.2 Use knowledge of the <i>photoimaging industry</i> appropriately to enhance the quality of work performance.</p>
<p>2 Source and apply knowledge on industry employment obligations and opportunities.</p>	<p>2.1 Obtain information to assist in effective work performance in the photoimaging industry, including information on:</p> <ul style="list-style-type: none"> • career opportunities • roles, responsibilities and employment rights of contracted workers • unions and employer bodies • professional associations <p>industrial relations issues.</p> <p>2.2 Apply knowledge of industry employment obligations and opportunities appropriately within day-to-day work activities.</p>
<p>3 Seek information on new technology.</p>	<p>3.1 Correctly identify sources of information on new technology.</p> <p>3.2 Obtain relevant information to assist effective work performance, including information on:</p> <ul style="list-style-type: none"> • advances in technology and equipment • likely effects of new technology on current work practices and the structure of the industry • ways of upgrading skills to allow for the use of new technology <p>sources of technical advice and support.</p> <p>3.3 Correctly apply information on technological</p>

ELEMENT**PERFORMANCE CRITERIA**

advances in day-to-day work activities.

4 Seek opportunities to update industry knowledge.

4.1 Identify and use a range of opportunities to update knowledge of the photoimaging industry and monitor current *issues of concern* to the industry.

4.2 Share updated knowledge with colleagues and peer group as appropriate, and incorporate into day-to-day work activities.

5 Seek information on ethical and legal work practices.

5.1 Correctly identify sources of information on ethical and legal work practices.

5.2 Obtain relevant information on:

- legal requirements
- permits
- contracts
- copyright
- moral rights

industry codes of practice.

5.3 Correctly apply information on ethical and legal work practice in day-to-day work activities.

6 Seek information on operating a business.

6.1 Correctly identify sources of information on business practices for photoimaging.

6.2 Obtain *relevant information on business practices* and incorporate into work activities.

6.3 Share knowledge with colleagues and peer group as appropriate.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

REQUIRED SKILLS AND KNOWLEDGE

Required skills:

- literacy skills sufficient to source and apply photoimaging industry knowledge to day-to day work practices
- numeracy skills sufficient to interpret relevant technical data.

Required knowledge:

- general knowledge of the photoimaging industry, including different sectors and their interrelationships plus the historical development of the industry
- general knowledge of the key work areas within the industry, how they interrelate and key roles and responsibilities
- broad knowledge of key photoimaging industry terminology
- etiquette and ethics as they apply to key work areas within the industry
- nature, role and functions of unions and employer associations, including rights and responsibilities of employers and employees
- obligations of employers, including safe system of work and non-discrimination
- obligations of employees, including attendance, ethical behaviour, taking directions, confidentiality, work performance, safety and care
- sources of information on the photoimaging industry and ways of maintaining current industry knowledge
- sources of information relating to work opportunities and career planning
- overview of current and emerging technologies used within the photoimaging industry
- overview of the business practices required by the photoimaging industry.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

The following evidence is critical to the judgement of competence in this unit:

- general knowledge of the photoimaging industry as detailed under Underpinning skills and knowledge
- understanding of how industry knowledge can be

EVIDENCE GUIDE

applied to work activities to maximise effective performance

- knowledge of ways to maintain currency of knowledge.

Context of and specific resources for assessment

The assessment context must provide for:

- project or work activities that allow the candidate to access and apply industry information to specific contexts and work activities.

Method of assessment

Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge and might include:

- case studies to assess application of knowledge to different industry contexts and situations
- oral or written questions to assess knowledge of different aspects of the photoimaging industry
- review of portfolios of evidence or third party workplace reports of on-the-job performance by the candidate.

Assessment methods should closely reflect workplace demands and the needs of particular groups (e.g. people with disabilities, and people who may have literacy or numeracy difficulties such as speakers of languages other than English, remote communities and those with interrupted schooling).

Assessment of this unit requires access to sources of information on the photoimaging industry.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Information sources and opportunities to update industry knowledge may include:

- discussions with industry practitioners and colleagues
- exhibitions/events
- industry associations and organisations
- industry journals
- Internet
- media
- personal observations and experience (may be industry placement)
- policy and procedures manuals
- reference manuals
- retail and wholesale suppliers of goods and services
- seminars/master classes/workshops/symposiums/conferences/industry functions and other professional development opportunities
- unions and other sources of industrial relations information.

The term photoimaging industry covers the supply of services incorporating the production of photographic images made via digital or analogue methods and the use of the images in a range of products. Sectors for ***photoimaging*** may include:

- advertising
- destination/natural history
- editorials
- fashion
- illustrative work
- medical/scientific/technical
- photo/social-documentary
- photoimaging in a graphics and multimedia context
- photoimaging in a visual arts context
- press and public relations
- retail and wholesale suppliers of goods and

RANGE STATEMENT

- services for photoimaging
 - wedding/portrait.
- Other industries with which the *photoimaging industry* has a relationship may include:
- fashion
 - film, TV, radio, multimedia
 - journalism
 - music
 - public relations
 - retail
 - scientific/technical/medical
 - sport
 - tourism
 - visual arts, craft and design.
- Issues of concern* to the industry may be related to:
- changing nature of communication in society
 - changing nature of technology
 - changing nature of the marketplace
 - government initiatives
 - industry contraction and/or expansion
 - labour issues.
- Relevant information on business practices* may include:
- business name registration
 - financial/taxation issues
 - insurance requirements.

Unit Sector(s)

Not Applicable