



**Australian Government**

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

# **CUVPHI06B Plan and carry out image capture in response to a brief**

**Release: 1**

## **CUVPHI06B Plan and carry out image capture in response to a brief**

### **Modification History**

Not Applicable

### **Unit Descriptor**

#### **Unit descriptor**

This unit describes the skills and knowledge required to plan and set up a shoot using a range of image capture techniques with digital and/or analogue equipment. The unit builds on unit CUVPHI05B Use a 35mm SLR camera or digital equivalent. It is a specialisation unit and refers to skills and knowledge required for photoimaging. This work would usually be carried out under limited supervision.

Current photoimaging industry practice relies increasingly on digital imaging processes and this should be reflected in training and assessment of this unit. Analogue equipment and processes may be used to support this as appropriate to the specific context.

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

It is highly recommended this unit be assessed with or after the following unit:

- CUVPHI05B Use a 35mm SLR camera or digital equivalent.

## 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
1 <b>Interpret the brief.</b>	<p>1.1 Correctly interpret the specifications of <i>the brief</i>.</p> <p>1.2 Determine the user or client for the proposed object to inform design decisions.</p> <p>1.3 Clarify <i>specifications, parameters or constraints</i> of the brief in consultation with <i>relevant colleagues</i>.</p> <p>1.4 Source and evaluate <i>information pertinent</i> to the brief.</p>
2 <b>Plan and set up the shoot.</b>	<p>2.1 Select appropriate location in accordance with brief.</p> <p>2.2 Select appropriate model/s or subject/s and/or props consistent with brief.</p> <p>2.3 Select suitable <i>camera systems and accessories</i> and lighting consistent with brief.</p> <p>2.4 Select appropriate <i>light sensitive</i> media for <i>image capture</i>.</p> <p>2.5 Consider and implement appropriate safety procedures for shoot.</p> <p>2.6 <i>Safely</i> set up cameras, lighting, accessories, and props to meet requirements.</p>
3 <b>Capture images.</b>	<p>3.1 Adjust/calibrate settings for camera <i>exposure</i> and subject lighting consistent with purpose of the brief.</p> <p>3.2 Consider the <i>time-specific nature of action</i> or movement of the subject.</p> <p>3.3 Operate camera(s) at the determined specified time.</p> <p>3.4 <i>Reflect</i> on anticipated outcome to ensure that images are captured consistent with the purpose of the brief.</p> <p>3.5 Accurately <i>document the work progress</i> as required.</p>
4 <b>Restore work area and</b>	<p>4.1 Safely dismantle work area after use.</p> <p>4.2 Minimise and clean up waste in accordance</p>

**ELEMENT****PERFORMANCE CRITERIA****equipment.**

with safety requirements.

4.3 Clean and maintain equipment in accordance with manufacturer's instructions.

4.4 Store equipment in accordance with workplace procedures and ensure readiness for future use.

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

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

**Required skills:**

- literacy skills sufficient to interpret the brief, instruction and procedures
- numeracy skills sufficient to interpret technical charts/diagrams and safety labels and procedures.

**Required knowledge:**

- general knowledge about the techniques of image capture for different purposes
- physical properties and capabilities of the range of camera exposure systems
- styles and types of photographs/images that are required in different industry sectors
- organisational and legislative occupational health and safety procedures in relation to the use of image capture techniques for different purposes
- elements and principles of design and how these may be used in photoimaging work
- work space requirements for image capture work including selection and set up of work space for particular types of image capture
- general knowledge about how to interpret a brief
- theoretical and historical contexts for photoimaging and how this may be used to inform own photoimaging practice
- environmental issues associated with the equipment and materials used in the image capture work
- general knowledge about other photographers, their work, ideas and techniques
- copyright, moral rights and intellectual property issues and legislation associated with image capture work.

## REQUIRED SKILLS AND KNOWLEDGE

### 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 in this unit**

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

- correct interpretation of a brief
- selection and application of equipment, materials, lighting and image capture techniques consistent with the purpose of the brief.

**Context of and specific resources for assessment**

The assessment context must provide for:

- project or work activities that allow the candidate to select and apply image capture techniques for a range of purposes
- presence of time constraints that reflect industry practice and standards.

**Method of assessment**

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

- direct observation of the candidate undertaking image capture
- evaluation of images produced by the candidate
- questioning and discussion of the image capture techniques and their use
- review of folios of evidence
- third party workplace reports of performance by the candidate.
- Assessment methods should closely reflect workplace demands (e.g. literacy) and the needs of particular groups (e.g. people with disabilities and

## **EVIDENCE GUIDE**

people who may have literacy and numeracy difficulties such as speakers of languages other than English, remote communities and those with interrupted schooling).

Assessment of this unit requires access to the materials, resources and equipment needed for image capture.

## 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.

***The brief:***

- describes and specifies the work to be completed
- is usually prepared by a commissioning person, body or organisation, e.g. supervisor, client, a collaborator in a project or be self directed
- may be written, diagrammatic, visual or verbal.

***Specifications*** would be articulated in the brief and may refer to:

- audience
- medium
- purpose
- style.

***Parameters or constraints*** may refer to:

- cost of production, including camera format, materials and lighting equipment required, model/s or subject/s and props
- media used, equipment, location and lighting
- number of photographs to be produced
- suitability of image for different audiences or use limitations.

***Relevant colleagues*** may include:

- client
- supervisor
- other people working on the project.

***Information pertinent*** to the brief may be about:

- capabilities of equipment
- design standards
- health and safety
- industry standards
- legal, contractual, ethical and copyright



## RANGE STATEMENT

- considerations
  - material/chemical characteristics and capabilities
  - stylistic considerations
  - technological considerations.
- Camera systems and accessories* may include:
- 4 x 5 cameras
  - associated electrical cabling
  - cable releases
  - equipment cases, bags and trunks
  - exposure meters
  - filters
  - instant imaging film backs
  - lighting equipment consistent with purpose of the brief
  - macro and close-up systems
  - motor drives
  - portable generator
  - range of lenses
  - tools for assembling props
  - tripods.
- Camera systems and accessories* must include:
- 120mm camera formats
  - 35mm SLR cameras
  - digital cameras
  - appropriate accessories for the above.
- Materials include a range of *light sensitive* media and may also include:
- a range of materials for props
  - First Aid kit
  - gaffer tape.
- The purpose for *image capture* may be:
- architectural/the built environment
  - close-up
  - corporate
  - editorial
  - illustrative
  - landscape
  - natural history

## RANGE STATEMENT

- photo-documentary
- portraiture
- press and public relations
- scientific
- sport
- still life
- work of art.

***Safely*** means in accordance with:

- Federal, State and Territory legislation, regulations and standards.

Camera settings ***exposure*** relates to exposure meter techniques such as:

- contrast evaluation
- incident
- reflected
- spot.

***Time-specific nature of action*** may involve consideration of:

- conjunction of elements
- decisive moment
- expression
- juxtaposition of elements/subjects with the image
- meteorological information
- peak action.

***Reflecting*** on the outcome may involve:

- checking that adjustments to camera were correct and consistent with purpose for image capture
- reviewing digital image on camera/computer screen
- reviewing the image by using instant films.

***Documenting the work progress*** may involve:

- amount of film required    planned as against actual
- budget planned costs as against actual
- diagrams
- exposure calculations
- lighting schema
- storyboards
- time for activity.

## **RANGE STATEMENT**

*Techniques* would involve a range of:

- lenses (angle of view and perspective)
- shutter speed
- variations in aperture.

## **Unit Sector(s)**

Not Applicable