



Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI502A Research and exploit photoimaging trends

Release: 1

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Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to exploit creative and commercial opportunities as they arise from emerging trends in the photoimaging industry.

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

Application of the Unit

Application of the unit

This unit applies to the photoimaging industry which is constantly changing due to technological, societal and consumer demands. To retain industry currency, photoimaging practitioners need to identify emerging trends while evaluating, planning, and implementing changes to their workflows, products and technology.

This unit requires the self-directed application of skills and knowledge in order to research, evaluate, plan, coordinate, manage and exploit emerging trends that arise in the photoimaging industry.

This work is usually undertaken independently (with guidance where required).

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units

The following units or demonstrated equivalence are required prior to undertaking this unit:

- CUVPHI01A Source and apply photoimaging industry knowledge
- CUVPHI03A Research and apply information on the traditions which inform photoimaging practice
- CUVPHI07A Process photoimages to work print/file stage.

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 Research trends and emerging technologies in the photoimaging industry.</p>	<p>1.1 Identify <i>trends and emerging technologies</i> using appropriate <i>sources of information</i>.</p> <p>1.2 Evaluate currency/credibility of information gathered and ensure research scope is sufficiently broad.</p> <p>1.3 Maintain accurate and comprehensive details of sources of information.</p> <p>1.4 Examine and clarify the implications and consequences of trends and emerging technologies.</p> <p>1.5 Critique and review trends and emerging technologies with <i>relevant personnel</i>.</p>
<p>2 Exploit creative and commercial opportunities in the photoimaging industry.</p>	<p>2.1 Use <i>critical thinking techniques</i> to identify creative/commercial opportunities as they arise from trends and emerging technologies.</p> <p>2.2 Clarify business objectives for exploiting creative/commercial opportunities.</p> <p>2.3 Assess <i>entrepreneurial attitudes</i> required to develop creative/commercial opportunities.</p> <p>2.4 Assess feasibility and commercial viability of exploiting creative/commercial opportunities.</p> <p>2.5 Identify and document business risk associated with exploiting creative/commercial opportunities.</p> <p>2.6 Exploit creative/commercial opportunities within photoimaging industry.</p>
<p>3 Review adoption of trends and emerging technologies against photoimaging business practice.</p>	<p>3.1 Review performance of exploited opportunities against personal/business objectives.</p> <p>3.2 Assess impact of adopting trends and emerging technologies on own photoimaging practice.</p> <p>3.3 Develop systems to identify and respond to future creative/commercial opportunities as they arise from trends and emerging technologies.</p>

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 interrogate/interpret a broad range of information on new photoimaging trends and technology
- numeracy skills sufficient to assess the financial viability of creative/commercial opportunities as they arise from trends and emerging technologies
- communication skills sufficient to:
 - critique and discuss new photoimaging trends and technology
 - transfer newly acquired knowledge to peers and/or employees
 - use industry and community networks as sources of information
- critical thinking skills sufficient to identify creative/commercial opportunities
- learning skills sufficient to seek expert advice when implementing new photoimaging trends and technology
- planning and organising skills sufficient to:
 - interpret and respond to photoimaging briefs
 - budget for costs associated with the implementation of new technology
 - develop systems to respond to future creative/commercial opportunities
 - document research findings clearly and concisely
 - plan integration of new technology into own photoimaging practice
- problem solving skills sufficient to recognise and resolve workplace issues when implementing new technology into own photoimaging practice
- technology skills sufficient to coordinate the installation of new technology.

Required knowledge:

- business implications/consequences of adopting photoimaging trends/technology
- commonly used research methodologies (including copyright/moral/intellectual property issues associated with photoimaging research)
- current trends and emerging technologies in photography/photoimaging
- OHS requirements relating to photography and computer usage
- planning and review processes for photoimaging business.

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

Evidence of the following is essential:

- ability to research trends and emerging technologies within the photoimaging industry
- ability to exploit creative and commercial opportunities that arise from trends and emerging technologies
- ability to connect trends/emerging technologies to aspects of photoimaging work practices, such as:
 - image lighting, acquisition, processing output and presentation
 - industry standard photoimaging workflows
 - marketing/promotion of products and services
- ability to review the impact of integrating trends and emerging technologies into photoimaging work practices.

Context of and specific resources for assessment

Assessment must ensure:

- access to appropriate technology and sources of information to research trends and emerging technologies within the photoimaging industry
- access to an environment where creative and commercial photoimaging opportunities can be exploited
- access to appropriate learning and assessment support when required
- the use of culturally appropriate processes, and techniques appropriate to the oracy, language and literacy capacity of the assessee and the work being performed.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by candidate

EVIDENCE GUIDE

- direct observation of candidate exploiting creative/commercial photoimaging opportunities
- case studies to assess candidate's ability to research trends and emerging technologies
- problem solving activities to assess candidate's critical thinking skills

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- CUVPHI501A Research role and use of the photoimage in visual communication
- CUVPHI503A Explore the descriptive and emotive nature of photo lighting
- CUVPHI504A Investigate and exploit innovative imaging options
- CUVPHI505A Produce an innovative presentation package of professional work.

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.

Trends and emerging technologies may include:

- advances in equipment/technology, including:
 - capture and lighting equipment
 - image processing, output methods and presentation devices
- alliances with allied technologies and businesses
- changing nature of the marketplace, including:
 - advertising and promotional opportunities (including marketing of products and services)
 - business structures and operational strategies
 - copyright, IR, insurance and taxation
 - funding policies and government initiatives
 - new markets (market contraction/expansion)
 - new terminology
 - photoimaging workflows
- social, political and environmental developments.

Sources of information may include:

- copyright/legal representatives
- discussions with innovative industry practitioners
- electronic/print media (news, reviews, articles)
- employee association/union representatives (and other sources of industrial relations information)
- events (industry functions, conferences, trade fairs, community activities, expositions, exhibitions, festivals, social events)
- government bodies and associated publications
- industry associations
- internet
- libraries and archives (text, film, video, sound, graphic)

RANGE STATEMENT

- lifestyle and contemporary issues magazines
- museums/galleries/studios
- national/international journals (e.g. artist, computing and design journals)
- personal observations and experience
- professional competitions and awards
- retail/wholesale suppliers of products and services
- technical publications/reference books
- training programs, seminars, conferences, competitions, awards, exhibitions, symposiums, workshops, master classes and other professional development opportunities.

Relevant personnel may include:

- early adopters
- mentors
- peers
- photographers
- photoimaging importers and suppliers
- professionals from allied areas
- speakers at conferences and seminars.

Critical thinking techniques may include:

- analysing and evaluating actions and policies
- clarifying issues, values and standards
- comparing analogous situations
- comparing and contrasting ideals with practice
- comparing and evaluating beliefs, interpretations and theories
- developing criteria for evaluation
- distinguishing relevant from irrelevant facts
- examining and evaluating assumptions
- exploring implications and consequences
- generating and assessing solutions
- making interdisciplinary connections
- making plausible inferences and predictions
- noting significant similarities and differences
- reading and listening critically
- recognising contradictions
- transferring insights to new contexts
- using critical vocabulary.

RANGE STATEMENT

Entrepreneurial attitudes
may include:

- ability to act on intuition and assumptions
- ability to think laterally and independently
- ability to work within ambiguity and uncertainty
- confidence in self and vision
- curiosity
- desire to take risks
- flexibility
- interest in pursuing new ideas.

Unit Sector(s)

Not Applicable

Competency field

Competency field Design and Visual Communication - Photoimaging