Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI504A Investigate and exploit innovative imaging options

Release: 1

CUVPHI504A Investigate and exploit innovative imaging options

Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to exploit creative and innovative options in the production of photoimages using a variety of imaging technologies and processes.

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

Application of the Unit

Application of the unit

The photoimaging practitioner is required to resolve complex visual communications problems and create innovative images. In creating these images, the practitioner must interact with a range of imaging technologies (analogue, digital, hybrid, traditional and emerging). These are part of the production workflow where images are captured, enhanced and output. The selection, application and adaptation of imaging technologies allow the practitioner to acquire unique and innovative images.

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
- CUVPHI05A 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 **Research a range of imaging technologies**.	1.1 Critique and review ***historical***, ***contemporary and emerging imaging technologies*** with ***appropriate person/s***. 1.2 Examine and clarify ***discipline***, ***subject matter and themes*** of photography/photoimaging and their related imaging technologies. 1.3 Identify and review the connection between imaging technology and the ***visual representation***, ***attributes and opportunities*** of an image's subject matter. 1.4 Evaluate ***specialised imaging technologies*** and their corresponding imaging workflow. 1.5 Evaluate currency/credibility of information gathered and ensure research scope is sufficiently broad.
2 **Create test images and evaluate attributes of imaging technologies**.	2.1 Acquire or gain access to specialised imaging technologies in cooperation with imaging specialists and suppliers. 2.2 Identify and apply appropriate OHS processes and standards in use of specialised imaging technologies. 2.3 Apply specialised imaging technologies and imaging workflow to create test images. 2.4 Review personal performance in creation of test images.
3 **Create body of work using imaging technologies**.	3.1 Select appropriate imaging technology to create a ***body of work*** with specific subject matter/theme. 3.2 Consider requirements of creative vision/product and adopt imaging workflow to create images. 3.3 Review and adapt imaging workflow to ensure consistency of creative vision and product. 3.4 Plan, prepare and organise body of work for presentation using appropriate technology/context. 3.5 Review personal performance in creation of

ELEMENT	PERFORMANCE CRITERIA
	body of work and identify concepts for future research.
	3.6 Store and maintain reference journal of specialised imaging technologies.
	3.7 Document imaging workflow, reinstate equipment and archive imaging products appropriately.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills:

- photoimaging skills sufficient to:
  - archive, maintain and manage analogue and/or digital assets
  - competently operate imaging technologies along with design and allied technologies used within the imaging environment
  - create/optimise files and film to photoimaging industry standards
  - implement OHS/quality control procedures as they apply to all aspects of the imaging process
- research skills sufficient to access and compare contemporary styles and conceptual/aesthetic approaches to photoimaging
- critical thinking skills sufficient to:
  - employ reflective questioning to analyse performance
  - recognise innovative imaging opportunities from research/testing processes
- literacy skills sufficient to:
  - interpret technical information relating to the imaging environment
  - obtain necessary permits and licences to operate ancillary equipment and work in special locations
- numeracy skills sufficient to determine mathematical problems arising from technical imaging processes
- communication skills sufficient to:
  - engage with subjects and professionals in a meaningful and respectful way
  - explain and describe work practices and methods
  - negotiate with models, creative teams and project stakeholders

REQUIRED SKILLS AND KNOWLEDGE

- learning skills sufficient to:
  - learn the operation of ancillary equipment
  - review personal performance within project context
  - upgrade knowledge required to work in varied locations
- planning and organising skills sufficient to:
  - coordinate activities of models and assistants
  - organise shoots on location/in studio and prepare shoot management timelines
- technology skills sufficient to check and reinstate equipment, studio and props.

Required knowledge:

- OHS procedures/standards associated with imaging technology
- selection, testing and evaluation of imaging technology to ascertain suitability for innovative and creative production purposes
- traditions/contemporary issues that inform imaging technology.

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, identify, test and apply innovative imaging concepts and technology • ability to implement OHS/quality control procedures when applying imaging concepts and technology • ability to review personal performance when applying imaging concepts and technology.
Context of and specific resources for assessment	Assessment must ensure: • access to a range of technology and media used in the broad imaging environment

EVIDENCE GUIDE

- access to sources of information on the historical and contemporary imaging environment
- opportunity for collaboration with or in allied industries
- 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
- direct observation of candidate applying imaging technology, implementing OHS/quality control processes and meeting deadlines
- case studies to assess candidate's ability to evaluate imaging technology and its suitability to historical and contemporary contexts and themes
- 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
- CUVPHI502A Research and exploit photoimaging trends.

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.

Historical**, **contemporary and emerging imaging technologies may include:

- camera-less imaging processes and devices:
  - digital scanners
  - photocopiers
  - photograms and chemigrams
- cameras:
  - aerial
  - low-tech (toy and single-use)
  - panorama
  - pinhole cameras and camera obscura devices
  - rangefinder
  - SLR (35mm/120 film, digital capture/sensor)
  - underwater
  - view camera (4x5, 5x7, 10x8)
- devices that produce books, magazines and newspapers
- enhance technologies:
  - analogue/wet darkroom
  - digital darkroom and imaging software applications
- historical cameras and techniques:
  - ambrotype
  - cyanotype
  - daguerreotype
  - vandyke brown and salted papers
  - wet plate
- hybrid processes:
  - digital back on a pinhole camera
  - simulating/emulating analogue effects via digital software techniques

RANGE STATEMENT

- using an inter-negative from digital capture for contact printing processes (e.g. cyanotype, palladiotype, platinotype)
- output technologies (including all kinds of print-making, presentation and projection devices):
  - analogue/digital enlargers and printers/papers
  - film writers
  - inkjet/laser/dye-sublimation/thermal printers and media
  - CMYK offset printing devices
  - monitor/television screen display and/or data projector images
  - screen printing and print-making processes
  - thermo-autochrome (e.g. pictrograph).

Appropriate persons may include:

- critics, commentators and polemicists
- members of relevant professional associations
- mentors/peers
- practising photographers, photoimagists or members of allied fields.

Discipline, ***subject matter and themes*** may include:

- disciplines:
  - art photoimaging
  - commercial photoimages
  - domestic photoimages
  - illustrative photoimages
  - media photoimages
  - stock photoimages
  - technical photoimages
  - wedding clients
- subject matter and themes:
  - abstraction
  - advertising
  - beauty
  - culture
  - gender identity
  - landscape
  - nature

RANGE STATEMENT

- philosophical and classical themes
- religion
- reportage
- science and technology
- sexuality
- social issues
- the human condition
- the nude
- the photograph as truth
- the portrait.

Visual representation**, **attributes and opportunities may include:

- controlling/displaying time
- imaging the passage of time
- integrating images into other technologies to provide a range of audio/sensory/tactile human experiences
- making images in which an emotive and emotional content is enabled by the selected imaging technology
- making images of subjects in environments that are too hot or cold, too dangerous or life threatening for human observation
- making images where abstract concepts are explained using the representational opportunities provided by selected imaging technologies
- making minute things visible to the naked eye
- making subjects of immense distance visible
- presenting images in ways which enhance the communicative quality of the work
- the pictorial representation of subjects normally beyond human vision, comprehension or understanding.

Specialised imaging technologies may include:

- 3D imaging devices and software applications
- aerial cameras
- high speed cameras
- non-visible electromagnetic spectrum:
  - ultraviolet and infrared imaging
  - x-ray and gamma ray

RANGE STATEMENT

- microscopy
- photo finish cameras
- remote sensing devices
- scanning electron microscopes
- telescopes
- thermal imaging
- time/motion cameras
- ultrasound imaging.

Body of work may include:

- electronic presentation
- exhibition of images
- magazine, newspaper or book
- portfolio of work.

Unit Sector(s)

Not Applicable

Competency field

Competency field Design and Visual Communication - Photoimaging