



Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI509A Make wedding photoimaging products

Release: 1

CUVPHI509A Make wedding photoimaging products

Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to provide photoimaging services for wedding clients.

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 provision of wedding photoimaging services and deals with the recording of key moments, moods and activities of a wedding day (including individual portraits) plus presenting the images in various forms. The wedding photographer creates and delivers images with a quality/consistency greater than that achieved by an enthusiast. Wedding images/creative products have no agreed resale value by the subject and are for personal collection/use. Wedding photographers work with a range of photographic service providers (e.g. processing, printing, mounting, framing and presentation services) and recording professionals (e.g. videographers) and are often responsible for supervising assistants.

This unit aligns to the workflow associated with the professional wedding photoimaging sector and requires the application of skills and knowledge in order to respond to the needs of wedding clients, plan/prepare shoots, process/optimize images, supply images and/or integrated presentation products and liaise/consult with a range of associated and allied persons, work teams, government agencies and private enterprises.

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units

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

- CUVPHI04A Apply photoimaging lighting techniques
- CUVPHI05A Use a 35mm SLR camera or digital equivalent
- CUVPHI06A Plan and carry out image capture in response to a brief
- 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 Develop a range of wedding services based on a studio style.</p>	<p>1.1 Research <i>sources of information</i> for contemporary styles and conceptual/aesthetic approaches to <i>wedding photoimaging styles, subjects</i> and <i>locations</i>.</p> <p>1.2 Develop a <i>studio style</i> and ascertain relevance/suitability to intended target audience.</p> <p>1.3 Make test shots to refine studio style.</p> <p>1.4 Prepare sample albums representative of studio style for marketing/promotional purposes.</p> <p>1.5 Prepare <i>pricing schedule</i>, order forms, terms of trade and contracts.</p> <p>1.6 Research/adopt <i>professional practice arrangements</i> for wedding services and confirm with <i>appropriate person/s</i>.</p> <p>1.7 Promote and market wedding photoimaging services to potential clients.</p>
<p>2 Liaise with client and prepare for shoot.</p>	<p>2.1 Meet with client to confirm <i>shoot responsibilities, shoot requirements</i> and <i>pricing schedule</i>.</p> <p>2.2 Discuss assignment of copyright/licensing arrangements with client.</p> <p>2.3 Negotiate/complete contract with client and employ appropriate deposit and payment plan arrangements.</p> <p>2.4 Make appropriate <i>shoot preparations</i>.</p>
<p>3 Shoot images, proof and optimise work to client specifications.</p>	<p>3.1 Capture images within <i>shoot context</i> and be prepared for <i>changed circumstances</i>.</p> <p>3.2 Coordinate and work with a <i>shoot team</i> and seek feedback from client on shoot progress and image selection.</p> <p>3.3 Prepare proofs and samples and liaise with client to finalise <i>creative product/s</i> content.</p> <p>3.4 <i>Optimise images</i> and output creative product/s to agreed client specifications using industry standards.</p>

ELEMENT**PERFORMANCE CRITERIA****4 Wrap up and review shoot.**

- 4.1 Maintain quality and working condition of equipment, studio and props.
- 4.2 Prepare work and final account for client (for collection and payment).
- 4.3 Review client response and personal performance within shoot context.
- 4.4 Appropriately catalogue and archive images/files.
- 4.5 Maintain contractual and financial records for business and taxation purposes.
- 4.6 Update work samples of wedding photoimaging services for marketing/promotional purposes.
- 4.7 Identify future opportunities, work directions, equipment needs and workflow changes resulting from the shoot.

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:
 - create meaningful images in private/public spaces in a respectful manner
 - file/film optimisation/creation to wedding photoimaging industry standards
 - use industry standard digital media, design and presentation technologies
- research skills sufficient to:
 - compare contemporary styles and conceptual/aesthetic approaches to wedding photoimaging
 - maintain professional practice arrangements for wedding photoimaging
- critical thinking skills sufficient to:
 - recognise/address barriers to effective photoimaging workflow
 - employ reflective questioning to analyse performance
- literacy skills sufficient to develop and interpret business documents and contracts
- numeracy skills sufficient to:
 - maintain contractual/financial records for business/taxation purposes

REQUIRED SKILLS AND KNOWLEDGE

- prepare pricing structures, payment plans, budgets, quotations and invoices for clients
- planning and organising skills sufficient to:
 - coordinate activities of models, assistants, and creative and shoot teams
 - interpret and respond to photoimaging briefs
 - organise shoots on location/in studio and prepare shoot management timelines
- learning skills sufficient to review personal performance within shoot context
- problem solving skills sufficient to identify/rectify equipment malfunction/failure and adjust for unforeseen or changed circumstances of the wedding shoot
- teamwork skills sufficient to work with a shoot and post-shoot team
- communication skills sufficient to:
 - conduct interviews and consultations
 - develop rapport with subject/s and recognise/overcome tension and nervousness that may arise from subjects having photographs taken
 - establish/nourish industry links with suppliers, contractors and employees
 - make business presentations
 - negotiate prices/fair exchange of services with clients and project stakeholders
 - resolve complaints/disputes
 - seek feedback from clients on shoot progress and image selection
 - work effectively with diversity and deal empathetically with subjects
- technology skills sufficient to check and reinstate equipment, studio and props.

Required knowledge:

- business practice (e.g. partnerships, contracts, intellectual property, copyright, legal, moral, insurance, financial, budget, political, OHS, licences and permits)
- relationship between photoimaging practitioner and wedding clients
- selection, testing and evaluation of technology to ascertain suitability for wedding production purposes
- the broad wedding photoimaging environment - the styles, where and how the image products are utilised
- traditions and contemporary issues that inform wedding photoimaging practice
- working with government institutions/regulations relating to the wedding environment.

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 apply a typical workflow in wedding photoimaging professional practice
- ability to apply business, coordination and negotiation skills to own photoimaging practice
- ability to apply technical and imaging skills, including capturing/optimising wedding images
- ability to interact and liaise with clients and associated professionals within the context of a wedding shoot (including empathetic communication skills)
- ability to work within a diverse range of cultural practices and rituals in a wedding context.

Context of and specific resources for assessment

Assessment must ensure:

- access to a range of photoimaging production equipment employed in a wedding context (e.g. album layout software, cameras, computers, printers, darkrooms, studios, lighting and accessories)
- access to a range of locations and studios for wedding photoimaging shoots
- access to sources of information to research contemporary styles and conceptual/aesthetic approaches to wedding photoimaging
- opportunity for collaboration with or in allied industries (e.g. designers, fashion stylists, make-up artists, hairdressers, processing labs/printers, bookbinders and presentation specialists)
- 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.

EVIDENCE GUIDE

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 a typical workflow in wedding photoimaging professional practice
- direct observation of candidate participating in wedding photoimaging events and making wedding photoimaging products
- case studies to assess candidate's ability to research contemporary styles and conceptual/aesthetic approaches to wedding photoimaging
- participation in/observation of wedding photography/photoimaging award/s
- review of creative products against wedding industry standards and service specifications.

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
- 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
- CUVPHI514A Employ colour management in a digital imaging workplace.

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.

Sources of information may include:

- contemporary wedding/fashion media, newspapers, television, magazines
- internet sites
- interviews
- personal experiences
- professional awards
- professional libraries
- workshops, seminars, conferences.

Wedding photoimaging styles may include:

- contemporary
- ethnic or cultural traditions
- magazine style
- photo documentary/photo essay
- traditional.

RANGE STATEMENT

Wedding subjects may include:

- integration of subject/s into architectural and landscape environments
- portraits of:
 - couples
 - formal and informal groups
 - individuals
- wedding details:
 - apparel and accessories
 - automobiles and transportation vehicles
 - cakes
 - dresses
 - flowers
 - jewellery.

Wedding locations may include:

- churches
- landscape environment:
 - beaches, river and stream banks
 - buildings and architectural
 - public and private parks and gardens
 - roadsides, fields and farmlands
 - urban
- photoimaging studio
- private homes
- reception rooms and hotels.

Studio style may include:

- unique and recognisable photographic and print/album look, including factors such as:
 - depth of field
 - exposure compensation
 - fragments and details
 - framing/cropping
 - lens focal length
 - post-capture image treatment
 - point of view (POV) photography
 - use of abstraction.

RANGE STATEMENT

- Pricing schedule*** may include:
- payment plans
 - range of services or packages.
- Professional practice arrangements*** may include:
- contracts
 - copyright, licensing and intellectual property rights
 - creative product archive/digital asset management
 - financial management/taxation/GST
 - insurance (personal public risk, accident and sickness, equipment, completed creative product, transportation and storage)
 - licences and permits
 - model/talent and property releases
 - OHS
 - project budget management.
- Appropriate person/s*** may include:
- bridal agencies and wedding suppliers
 - members of relevant professional associations
 - mentors/peers
 - practising wedding photographers, photoimagists or members of allied fields.
- Shoot responsibilities*** may include:
- confirming legal aspects of the shoot
 - controlling the shoot
 - controlling/signing-off on the creative product
 - liaising with bridal party and family to coordinate group shots
 - negotiating and signing contract
 - paying deposit/final account
 - selecting locations, props, backgrounds.

RANGE STATEMENT

Shoot requirements may include:

- analogue or digital capture technologies and supporting accessories
- duration of coverage
- hire options for equipment
- props, backgrounds
- photoimaging lighting:
 - ambient
 - mixed lighting
 - supplementary (electronic flash/tungsten/fluorescent/other)
- processing requirements for image work created
- shoot team:
 - assistant
 - fashion stylists
 - make-up and hairdressers
 - posers
- post-shoot team:
 - album planners and designers
 - digital media/audio visual producer
 - image enhancement and retouching
- studio, location (internal/external)
- the creative product (how it is to be used/what the client specifies)
- timelines for stages of wedding workflow
- transportation of equipment.

RANGE STATEMENT

Shoot preparations may include:

- assemble and check all equipment
- brief assistants/members of the shoot/post-shoot teams
- conceptualise involvement in creative process
- confirm time/place/requirements for all aspects of the shoot that will be supplied by others
- consider/implement strategies for back-up equipment in case of equipment loss or failure
- ensure personal grooming/presentation of self and team match client expectations
- negotiate access to location/s with necessary parties
- undertake weather check for location shoots.

Shoot context may include:

- application of teamwork and management skills conducive to a creative environment
- clients contractual agreement
- compassionate/empathetic considerations
- cultural requirements
- physical environment/s of the shoot
- the agreed responsible parties for aspects of the shoot
- time constraints for locations and associated professionals for the event.

Changed circumstances may include:

- changes due to emotional state of the subjects
- changes to contractual arrangements
- equipment malfunctions
- inclement weather
- overlooked technical requirements
- physical changes of the location
- subject changes
- substitution of alternate photographer due to illness and unavailability.

RANGE STATEMENT

Shoot team may include:

- album planners and designers
- child minders
- post-shoot team
 - digital media/audio visual producer
 - image enhancement and retouching
- shoot team
 - assistant/s
 - fashion stylists
 - make-up and hairdressers
 - posers.

Optimise images may include:

- digital files as specified:
 - bit depth
 - colour space
 - digital asset management
 - file dimensions/size in pixels
 - file format (e.g. JPEG, TIFF, PSD, PDF)
 - file naming, captions and inclusion of file information data
 - multiple file formats
 - uncompressed/compressed files
- maintain quality/integrity of the digital data
- process RAW/JPEG files
- retouch, enhance, photo-montage (as requested)
- transfer media (e.g. CD, DVD, internet).

Creative product/s may include:

- photoimages as:
 - digital files for use on the internet or for inclusion in personal digital media presentations or documents
 - DVDs and digital media presentations
 - framed print/s
 - loose print/s
 - mounted print/s
 - prints in/for albums and books.

Unit Sector(s)

Not Applicable

Competency field

Competency field Design and Visual Communication - Photoimaging