



Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI513A Plan, capture and exploit stock photoimages

Release: 1

CUVPHI513A Plan, capture and exploit stock photoimages

Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to produce self-commissioned stock photoimages.

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 production of images which are self-commissioned by the photographer/photoimagist. Stock image photographers are often responsible for supervising others (e.g. assistants).

This unit requires the application of skills and knowledge in order to research possible subjects/locations suitable for stock photoimaging; conceptualise/create images of a specialised nature suitable for a broad range of uses; plan/prepare for shoots; undertake post-shoot processing and image product optimisation; supply images to image banks, libraries and visual resource management organisations and liaise/consult with a range of associated and allied persons, work teams, government agencies and private enterprise.

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
1 Develop concepts for the creation of stock images.	1.1 Research <i>sources of information</i> for contemporary styles and conceptual/aesthetic approaches for possible purchasers of images. 1.2 Evaluate, test and refine the <i>technical requirements</i> for a range of <i>stock photoimaging projects</i> and confirm with <i>appropriate person/s</i> . 1.3 Prepare pricing schedules, business documents, quotes, accounts and invoices (were applicable).
2 Prepare for the creation of stock images.	2.1 Research/adopt <i>professional practice arrangements</i> for shoot/s. 2.2 Consider <i>shoot requirements</i> and make test shots to refine skills for shoot/s 2.3 Prepare shoot management timelines and make appropriate <i>shoot preparations</i> . 2.4 Negotiate with necessary parties for access to models, apparel, fashion accessories, locations and other subjects.
3 Shoot images and optimise work to anticipated client specifications.	3.1 Capture stock images to the preconceived style and content within <i>shoot context</i> . 3.2 Check and reinstate equipment. 3.3 <i>Optimise images</i> and output <i>creative product</i> to possible end-user specifications using industry standards. 3.4 Label and archive images/creative product appropriately.
4 Market images and review project.	4.1 Place images into a <i>commercial environment</i> where sales can be made to end-users and make direct contact with possible purchaser of images. 4.2 Maintain contractual and financial records for business and taxation purposes. 4.3 Review response from potential clients and/or image broker. 4.4 Review personal performance within shoot context.

ELEMENT**PERFORMANCE CRITERIA**

4.5 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 and public spaces in a respectful manner
 - file/film optimisation/creation to stock photoimaging industry standards
 - use industry standard digital media, design and presentation technologies
- research skills sufficient to:
 - compare contemporary styles and conceptual/aesthetic approaches to stock photoimaging
 - maintain professional practice arrangements for stock 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
 - prepare budgets, pricing schedules, quotations and invoices for clients
- communication skills sufficient to:
 - engage with clients in a meaningful way and explain/describe work practices
 - establish/nourish industry links with suppliers, contractors and employees
 - liaise with clients/image brokers and make business presentations
 - negotiate prices/fair exchange of services with clients and project stakeholders
 - negotiate successful contracts/work agreements with clients
 - negotiate/relate with clients, models, creative teams and project stakeholders
 - recognise/overcome tension and nervousness in subjects
 - resolve complaints/disputes
 - speak at marketing/networking opportunities

REQUIRED SKILLS AND KNOWLEDGE

- work effectively with diversity and deal empathetically with subjects
- learning skills sufficient to review personal performance within shoot context
- planning and organising skills sufficient to:
 - interpret and respond to photoimaging briefs
 - coordinate activities of models, assistants, creative and production teams
 - organise shoots on location/in studio and prepare shoot management timelines
- problem solving skills sufficient to identify/rectify equipment malfunction/failure
- teamwork skills sufficient to work with a production team
- technology skills sufficient to check and reinstate equipment.

Required knowledge:

- business practice (e.g. partnerships, contracts, intellectual property, copyright, legal, moral, insurance, financial, budget, political, OHS, licences and permits)
- relationship between practitioner and professional bodies/associations
- selection, testing and evaluation of technology to ascertain suitability for stock production purposes
- stock photoimaging environment (including practices and products)
- traditions and contemporary issues that inform stock photoimaging practice
- working with government institutions/regulations relating to stock photoimaging practice.

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 stock photoimaging professional practice
- ability to interact and liaise with potential clients, image brokers and associated professionals
- ability to apply business, coordination and negotiation skills to own photoimaging work practices

EVIDENCE GUIDE

- ability to apply technical and imaging skills, including capturing/optimising stock images.

Context of and specific resources for assessment

Assessment must ensure:

- access to a range of photoimaging production equipment (e.g. cameras, computers, software, printers, darkrooms, studios, lighting and accessories)
- access to a range of locations and studios for stock photoimaging shoots
- access to sources of information to research contemporary styles and conceptual/aesthetic approaches to stock photoimaging
- opportunity for collaboration with or in allied industries (e.g. designers, sports people, researchers, field scientists, tour operators and business owners)
- 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 a typical workflow in stock photoimaging professional practice
- case studies to assess candidate's ability to research contemporary styles and conceptual/aesthetic approaches to stock photoimaging
- participation in or observation in professional photography/photoimaging awards
- review of stock image products against industry standards and service specifications.

EVIDENCE GUIDE

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.

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 media (newspapers, television, magazines)
- image sourcing agencies, image banks/libraries
- internet sites
- interviews
- personal experiences
- professional awards (photoimaging, tourism, architectural)
- professional libraries
- workshops, seminars, conferences.

Technical requirements may include:

- location requirements:
 - aerial photography
 - remote/urban photography
 - terrestrial specialised locations:
 - deserts
 - jungles
 - oceans, lakes and seas
 - polar or ice and snow regions
- models/assistants/support crew/guides
- personnel needs
- specialist equipment requirements:
 - batteries and power generation
 - high-speed cameras
 - survival gear
 - telescopes and microscopes
 - underwater cameras.

RANGE STATEMENT

Stock photoimaging projects may include

- billboard signage
- book and magazine covers
- business
- CD sleeves and covers
- cultural activities and events
- current news topics
- display panels for conferences, trade displays and corporate promotions
- landscape
- lifestyles
- murals for commercial interior decoration
- natural history
- public figures
- representation of society and/or demographics
- sport
- training materials (print and online)
- underwater
- visual identity images for commercial use.

Appropriate person/s may include:

- members of relevant professional associations
- mentors/peers
- practising stock photographers/photoimagers or members of allied fields.

Professional practice arrangements may include:

- contracts
- copyright, licensing and intellectual property rights
- creative product archive/digital asset management
- creative product transportation and storage
- financial management/taxation/GST
- insurance (personal public risk, accident and sickness, equipment)
- licences and permits
- model and property releases
- OHS
- project budget management.

Shoot requirements may include:

- analogue or digital capture technologies and supporting accessories

RANGE STATEMENT

- hire options for equipment
- models, props, backgrounds
- overall 'look' and 'feel' to satisfy requirements of brief/style or shoot context
- photoimaging lighting:
 - ambient
 - mixed lighting
 - supplementary (electronic flash/tungsten/fluorescent/other)
- assistant
- post-production coordinators
- processing requirements for image work created
- production team
- studio/location (internal/external)
- technical considerations arising from the technical requirements of shoot
- the creative product (how it is to be used/what the client specifies)
- timelines for stages of stock workflow
- transportation of equipment.

Shoot preparations may include:

- assembling and checking all equipment
- briefing assistants/members of creative team
- conceptualised involvement in creative process
- confirming time/place/requirements for all aspects of the shoot that will be supplied by others
- undertaking weather check for location shoots.

Shoot context may include:

- application of teamwork and management skills conducive to a creative environment
- colour management specifications
- format/orientation of image
- provision of innovative suggestions/options to:
 - improve creative product
 - service being supplied
- shoot personnel, including:
 - park rangers
 - tour operators and guides
 - dive masters

RANGE STATEMENT

- pilots
- assistants
- location scouts
- technical requirements of creative product
- timelines.

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
 - transfer media (e.g. CD, DVD, internet)
 - uncompressed/compressed files
- maintain quality/integrity of the digital data
- process RAW/JPEG files
- retouch, enhance, photo-montage (as requested).

Creative product may include:

- photoimages and photomontages:
 - digital files
 - DVDs and digital media presentations.

Commercial environment may include:

- image broker
- image library
- making direct contact with potential clients
- self-publishing or merchandising.

Unit Sector(s)

Not Applicable

Competency field

Competency field

Design and Visual Communication - Photoimaging