Australian Government

Department of Education, Employment and Workplace Relations

CUV40411 Certificate IV in Photo Imaging

Release: 1

INDUSTRY SKILLS COUNCILS
Creating Australia's Future

CUV40411 Certificate IV in Photo Imaging

Modification History

Version	Comments
CUV40411	This version first released with *CUV11 Visual Arts, Craft and Design Training Package version 1.0*

Description

This qualification reflects the role of people who apply a broad range of skills in photo imaging, including lighting, image capture, enhancements and manipulation and output. They work in job roles, such as:

- digitech
- photographer's assistant
- photo lab technician
- photo store specialist
- studio assistant.

Vocational outcomes at this level are almost exclusively digital and this should be reflected in training and assessment for this qualification. Analog equipment and processes are used to support this as required.

Pathways Information

Pathways into the qualification
People may enter the qualification with limited or no vocational experience and without a lower level qualification.

Pathways from the qualification
This qualification prepares people for work as a photographer or prolab assistant and for learning at higher levels in qualifications such as CUV50411 Diploma of Photo Imaging. Pathways to careers in areas such as screen and media and design are also relevant.

Licensing/Regulatory Information

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

Entry Requirements

There are no entry requirements for this qualification.

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Employability Skills Summary

The following table contains a summary of the employability skills as identified by the visual arts, craft and design industries for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Employability skill	Industry/enterprise requirements for this qualification
Communication	• interpreting briefs • clarifying specifications of a brief with colleagues/clients • passing on key safety information to colleagues • clarifying purpose of a multimedia product • networking within the photo imaging and related industry sectors
Teamwork	• working collaboratively as a team member in a photo imaging and multimedia environment
Problem-solving	• modifying techniques to achieve desired outcome • identifying safety issues and reporting them to appropriate person • refining ideas to incorporate feedback from others
Initiative and enterprise	• generating a range of visual design and communication ideas in response to a brief • using knowledge of the photo imaging industry to enhance the quality of work
Planning and organising	• undertaking research to inform the development of products and services • organising work tasks to ensure safety • researching work opportunities • identifying techniques and processes required to produce desired effects • sourcing and analysing information to inform photo imaging practice • planning, setting up and dismantling a photo image shoot • maintaining workplace documentation
Self-management	• following workplace procedures, particularly in relation to OHS • maintaining personal safety standards • planning a career in photo imaging • challenging one's own ideas and approaches
Learning	• improving skills and knowledge through experimentation • keeping up-to-date with industry developments • using practice, feedback and discussion and evaluation opportunities to continuously improve skills and

Employability skill	Industry/enterprise requirements for this qualification
	knowledge
Technology	• using the internet for research • using a range of digital imaging software applications • using digital cameras • applying information on technological advances in day-to-day work activities

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Packaging Rules

Total number of units = 15
10 core units *plus*
5 elective units

The elective units consist of:

- 2 units from the list of elective units below
- of the remaining 3 units:
    - up to 3 may be from the list of elective units below
    - up to 3 may be from Certificate III or above in any currently endorsed Training Package
    - up to 2 may be from an accredited course at Certificate III, IV or Diploma level.

The elective units chosen must be relevant to the work outcome and meet local industry needs.

Core units
BSBDES402A Interpret and respond to a design brief
BSBOHS201A Participate in OHS processes
CUVACD401A Integrate colour theory and design processes
CUVPHI301A Develop and apply photo imaging industry knowledge
CUVPHI303A Process photo images to work-print and file stage
CUVPHI401A Capture images in response to a brief
CUVPHI402A Research and apply information on the traditions that inform photo imaging practice
CUVPHI403A Apply photo imaging lighting techniques
CUVPHI404A Enhance, manipulate and output photo images
CUVPRP403A Select and organise finished work for storage

Elective units
Copyright and IP
BSBIPR401A Use and respect copyright
CUFCMP301A Implement copyright arrangements
Creative thinking
BSBCRT301A Develop and extend critical and creative thinking skills
BSBCRT401A Articulate, present and debate ideas
BSBCRT402A Collaborate in a creative process
BSBCRT403A Explore the history and social impact of creativity
Customer service / retail
BSBCCO201A Action customer contact
BSBFLM309C Support continuous improvement systems and processes
BSBMKG413A Promote products and services
BSBREL401A Establish networks
BSBREL402A Build client relationships and business networks
SIRRRPK014A Recommend specialised products and services
SIRXCCS002A Interact with customers

SIRXIND001A Work effectively in a retail environment
SIRXSLS001A Sell products and services
SIRXSLS002A Advise on products and services
SIRXSLS004A Build relationships with customers
Design process
BSBDES301A Explore the use of colour
BSBDES304A Source and apply design industry knowledge
BSBDES305A Source and apply information on the history and theory of design
BSBDES403A Develop and extend design skills and practice
Digital media
CUFDIG201A Maintain interactive content
CUFDIG401A Author interactive media
CUFDIG402A Design user interfaces
CUFDIG403A Create user interfaces
CUFPOS402A Manage media assets
CUVDIG401A Experiment with techniques to enhance digital images
Information management and research
CUFRES401A Conduct research
Innovation
BSBINN201A Contribute to workplace innovation
BSBINN301A Promote innovation in a team environment
Industry capability
CUFIND401A Provide services on a freelance basis
CUSIND302A Plan a career in the creative arts industry
Photo imaging
CUVPHI302A Capture photographic images
CUVPHI304A Process colour materials in a wet darkroom context
CUVPHI305A Use wet darkroom techniques to produce monochrome photographs
SIRRMER016A Style merchandise for photography
SIBXFAS202A Design and apply make-up for photography
Printing and graphic arts
ICPPP422C Digitise complex images for reproduction
ICPPP430C Manage colour
ICPPP484C Set up and operate automated workflow
Professional practice
CUVPRP302A Document the work progress
CUVPRP304A Participate in collaborative creative projects
CUVPRP405A Develop and discuss ideas for own creative work
Project management
PSPPM402B Manage simple projects
PSPPM405A Administer simple projects
Small and micro business
BSBSMB201A Identify suitability for micro business
BSBSMB301A Investigate micro business opportunities
BSBSMB302A Develop a micro business proposal
BSBSMB303A Organise finances for the micro business
BSBSMB304A Determine resource requirements for the micro business

BSBSMB305A Comply with regulatory, taxation and insurance requirements for the micro business
BSBSMB306A Plan a home based business
BSBSMB307A Set up information and communications technology for the micro business
Sustainability
BSBSUS301A Implement and monitor environmentally sustainable work practices
Workplace effectiveness
BSBWOR301A Organise personal work priorities and development
BSBWOR403A Manage stress in the workplace
BSBWOR404B Develop work priorities
CUECOR02C Work with others

Selecting electives for different outcomes
The following examples are designed to assist in the selection of appropriate electives for particular outcomes at this level, but are in no way prescriptive.

Studio assistant – traditional processes
Core units plus:

- BSBCCO201A Action customer contact
- BSBMKG413A Promote products and services
- CUVPHI305A Use wet darkroom techniques to produce monochrome photographs
- CUVPHI405A Develop self for photo imaging industry
- CUVPRI401A Experiment with techniques to produce prints

Studio assistant – digital processes
Core units plus:

- BSBMKG413A Promote products and services
- CUFDIG303A Produce and prepare photo images
- CUVDIG401A Experiment with techniques to enhance digital images
- CUVPHI405A Develop self for photo imaging industry
- ICPPP430C Manage colour

Photolab technician
Core units plus:

- CUVDIG401A Experiment with techniques to enhance digital images
- ICPPP422C Digitise complex images for reproduction
- ICPPP430C Manage colour
- SIRXSLS002A Advise on products and services
- SIRXCCS002A Interact with customers

Digitech
Core units plus:

- BSBREL401A Establish networks
- CUFIND401A Provide services on a freelance basis
- CUFPOS402A Manage media assets

- CUVDIG401A Experiment with techniques to enhance digital images
- ICPPP430C Manage colour