Australian Government

Department of Education, Employment and Workplace Relations

CUV50411 Diploma of Photo Imaging

Release: 1

ISC INDUSTRY SKILLS COUNCILS
Creating Australia's Future

CUV50411 Diploma of Photo Imaging

Modification History

Version	Comments
CUV50411	This version first released with *CUV11 Visual Arts, Craft and Design Training Package version 1.0*

Description

This qualification reflects the role of photo imaging practitioners who possess a sound theoretical knowledge base and use a range of specialised and technical competencies to plan, carry out and evaluate photo imaging services.

The qualification applies to a range of industry contexts, including commercial, domestic portrait, media, wedding, illustrative, institutional and art photography, where the practitioner is required to:

- interpret photo imaging assignment briefs from a range of clients
- consult with clients to refine objectives of photo imaging assignments
- select appropriate technologies and workflows, to capture images, including type of camera, image recording media, lighting, post-capture processing and outputs
- work from a studio or in a range of locations
- employ aesthetic, conceptual, compositional and technical skills to realise outcomes
- use a range of traditional, contemporary and emerging technologies when preparing, capturing and distributing image products.

Pathways Information

Pathways into the qualification

It is recommended that people entering this qualification possess CUV40411 Certificate IV in Photo Imaging or have extensive vocational experience in photo imaging, such as work as a photographer's assistant. Alternatively they might hold a qualification such as CUV40111 Certificate IV in Visual Arts or CUV40311 Certificate IV in Design where a focus of study has been in photomedia. The Preparatory Skill Set for Professional Photo Imaging Practice is also a suitable pathway.

Pathways from the qualification

People with CUV50411 Diploma of Photo Imaging are able to work in a range of commercial and artistic photo imaging disciplines. The qualification also prepares people for learning at higher levels, including Degree qualifications in photo imaging practice.

Licensing/Regulatory Information

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

Entry Requirements

Entry to this qualification is limited to those able to demonstrate photo imaging skills that support learning at Diploma level. In particular, they must be able to provide evidence of their ability to:

- produce a body of photo imaging work demonstrating the ability to respond effectively to different photo imaging challenges and requirements, and the capacity to refine concepts and images in line with current industry standards
- engage with the design process by developing solutions through research, reflection and the generation and refinement of ideas
- apply knowledge of the photo imaging industry, its trends and traditions
- apply technical photo imaging knowledge and skills, including:
  - use of a range of professional digital and / or film cameras and accessories for image capture
  - selection and use of professional camera and lighting equipment for a range of subjects in different physical environments
  - enhancement and manipulation techniques using current industry standard software
  - use of electronic processing techniques.

Those skills and knowledge may have been acquired through personal or work experience, or through formal study.

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	• establishing and nourishing industry links with clients, contractors and employees • explaining and describing work practices and methods • explaining conceptual basis for work in written and verbal contexts • explaining the difference between assignment and licensing of copyright • interpreting and clarifying written/verbal instructions and design specifications • interpreting design briefs and results of focus tests • interpreting the needs and rights of relevant parties • liaising with service providers in the presentation of creative products • making business presentations • modelling open and supportive communication • negotiating with clients and employers to achieve mutually acceptable outcomes • negotiating prices and fair exchange of services with clients and project stakeholders • negotiating with suppliers, models, creative teams and project stakeholders • nurturing trust • presenting confidently in a job interview situation • presenting ideas in ways that engage and provoke response • promoting own photo imaging work in the media • receiving feedback, maintaining effective relationships and managing conflict • resolving complaints and disputes • seeking feedback from clients on shoot progress and image selection • transferring newly acquired knowledge to peers and/or employees • using industry and community networks as sources of information • working effectively with diversity and dealing empathetically with subjects

Employability skill	Industry/enterprise requirements for this qualification
	• writing resumes and other promotional material for potential employers
Teamwork	• gaining trust and confidence of clients and colleagues • presenting a range of user interface designs (and design concepts) to team members for discussion and feedback • responding constructively to feedback received from other team members • working collaboratively in a team environment, including production teams • working with relevant parties when negotiating deals
Problem-solving	• continually evaluating and challenging ideas, and moving them towards solutions • factoring in a range of costs when establishing fee structures • identifying and rectifying equipment malfunction and failure • recognising and resolving workplace issues when implementing: • colour management systems into digital workplace practice • new technology into own photo imaging practice • solving colour issues • solving problems arising from negotiating deals
Initiative and enterprise	• applying visual communication principles to produce user interface designs • balancing work and personal commitments • being proactive in identifying and following through on work opportunities • developing a strategic approach to maximising return from freelance activity • employing reflective questioning to analyse performance • generating and exploring ideas, including a range of ideas for user interface designs that meet specifications • identifying best practice options for the implementation of colour management strategies • identifying creative/commercial opportunities • planning and implementing presentation concepts • recognising imaging opportunities from research and testing processes • recognising and addressing barriers to and innovative possibilities arising from: • effective photo imaging workflow • lighting techniques and technology • visual communication principles

Employability skill	Industry/enterprise requirements for this qualification
Planning and organising	- adhering to timelines within the experimental process - budgeting for costs associated with the implementation of new technology - coordinating activities of models, assistants, creative and production teams - developing personal budgets and monitoring income and expenditure against budgets - developing systems to respond to future: - colour theory/management systems - creative/commercial opportunities - documenting research findings clearly and concisely - establishing and maintaining personal financial and work record-keeping systems - interpreting and responding to photo imaging briefs - managing the workflow (research, concept development, production and post-production) in the presentation of creative products - organising shoots on location/in studio and preparing shoot management timelines - planning and implementing project development processes - planning for contingencies - planning work to maximise cash flow - preparing and circulating self-promotional material to potential clients and employers - planning integration of: - colour management systems into digital workplace practice - new technology into own photo imaging practice
Self-management	- actively seeking feedback and learning from others - completing work according to terms and conditions of contracts - making decisions within level of own responsibility - meeting deadlines - prioritising work tasks - reflecting on and enhancing own ability to contribute effectively to a collaborative creative process - seeking expert assistance when problems arise
Learning	- developing and maintaining skills in presentation technology - learning the operation of ancillary equipment - keeping up-to-date with industry developments relevant to own area of work

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Employability skill	Industry/enterprise requirements for this qualification

	• participating in professional development activities
	• reviewing personal performance within project and shoot contexts
	• seeking expert advice when implementing:
	  • colour management systems
	  • new photo imaging trends and technology
	• upgrading knowledge required to work in varied locations

Technology	• applying appropriate metadata tags to describe files • applying and maintaining quality control procedures for presentation purposes • checking and reinstating equipment, studio and props • coordinating the installation of colour management systems and new technology • creating designs using storyboards, maps and other diagrams to specify the architecture and navigation of interactive media products • creating user interface designs to meet standards and platform parameters • editing, enhancing, manipulating and outputting photo images to industry standards for presentation purposes • managing files and directories using standard naming conventions • proficiently using graphics software to produce user interface designs • proficiently using video software to prepare video sequences for inclusion in an interactive media product • supporting effective communication and presentation • using an extended range of digital media, design and presentation technologies • using documentation systems for preparing formal contracts and recording/storing copyright agreements • using standard word processing, spreadsheet and database applications • using the internet as a source of information

Packaging Rules

Total number of units = 17
3 core units *plus*
14 elective units

The elective units consist of:

- 3 units from Group A
- 3 units from Group B
- of the remaining 8 units:
    - 2 must be from Group A and/or Group B
    - up to 6 may be from Group A, Group B and/or Group C
    - up to 6 may be from a Diploma or above in any currently endorsed Training Package
    - up to 3 may be from an accredited course at Diploma level.

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

Core units
CUVPHI516A Research the role and use of the photo image in visual communication
CUVPHI517A Research and exploit photo imaging trends
CUVPHI529A Employ colour management in a digital imaging workplace

Elective units
Group A generic photo imaging units
CUVDIG401A Experiment with techniques to enhance digital images
CUVDIG501A Refine digital art techniques
CUVDIG502A Investigate technologies for the creation of digital art
CUVPHI405A Develop self for photo imaging industry
CUVPHI518A Explore the descriptive and emotive nature of photo lighting
CUVPHI519A Investigate and exploit innovative imaging options
CUVPHI520A Produce an innovative presentation of professional work
CUVPHI530A Prepare digital images for pre-press processing
CUVPHI531A Investigate and refine alternative approaches to photomedia

Group B specialist photo imaging units
CUVPHI521A Produce commercial photo images
CUVPHI522A Provide domestic portrait services
CUVPHI523A Produce media photo images
CUVPHI524A Make wedding photo imaging products
CUVPHI525A Plan, capture and exploit visual art photo images
CUVPHI526A Produce technical photo images
CUVPHI527A Make illustrative images for publication and display
CUVPHI528A Plan, capture and exploit stock photo images

Group C other elective units
Art, craft and design

CUVACD502A Create observational drawings
CUVACD503A Select and refine a specialised drawing technique
CUVACD505A Work with the human form in creative practice
CUVACD506A Refine 2-D design ideas and processes
CUVACD512A Work with photomedia in creative practice
CUVACD515A Manage specialised finishing processes

Creative and design process
BSBCRT402A Collaborate in a creative process
BSBCRT501A Originate and develop concepts
BSBDES501A Implement design solutions
BSBDES502A Establish, negotiate and refine a design brief

Communication
HLTCOM408B Use specific health terminology to communicate effectively
HLTHIR403B Work effectively with culturally diverse clients and co-workers

Compliance
BSBCOM501B Identify and interpret compliance requirements
BSBCOM502B Evaluate and review compliance

Copyright and IP
BSBIPR401A Use and respect copyright
CUFCMP501A Manage and exploit copyright arrangements

Digital content and imaging
CUFDIG401A Author interactive media
CUFDIG402A Design user interfaces
CUFDIG403A Create user interfaces
CUFDIG502A Design web environments

E-business
BSBEBU502A Implement e business solutions
SITXICT001A Build and launch a website for a small business

Financial management
BSBFIM501A Manage budgets and financial plans

Industry capability
CUFIND401A Provide services on a freelance basis
CUVIND501B Maintain and apply creative arts industry knowledge

Information collection management
CULMS008B Conceive, develop and realise exhibition designs
CULMS009B Implement preventive conservation activities
CULMS010B Contribute to the preservation of cultural material

Learning and development
BSBLED501A Develop a workplace learning environment

Management
BSBMGT515A Manage operational plan

Marketing
BSBMKG501B Identify and evaluate marketing opportunities
BSBMKG514A Implement and monitor marketing activities

Medical and scientific photography
BSBMED301B Interpret and apply medical terminology appropriately
HLTDA417A* Take a clinical photograph
HLTIN301C Comply with infection control policies and procedures

MSL974008A Capture and manage scientific images

Occupational health and safety

BSBOHS509A Ensure a safe workplace

Post-production

CUFPOS402A Manage media assets

Professional practice

CUAIND401A Extend expertise in specialist field

CUVPRP501A Realise a body of creative work

CUVPRP502A Prepare for sustainable professional practice

Project management

BSBADM407B Administer projects

BSBPMG510A Manage projects

PSPPM402B Manage simple projects

PSPPM405A Administer simple projects

Relationship management

BSBREL401A Establish networks

Risk management

BSBRSK501A Manage risk

Small and micro business

BSBSMB401A Establish legal and risk management requirements of small business

BSBSMB407A Manage a small team

Sustainability

CUVPRP504A Establish and maintain environmentally sustainable creative practice

Visual communication

CUVPRI501A Refine printmaking techniques

CUVPRI502A Investigate printmaking materials and processes

Visual merchandising

SIRRMER016A Style merchandise for photography

Workplace effectiveness

BSBWOR501B Manage personal work priorities and professional development

BSBWOR502B Ensure team effectiveness

HLTOPD401A Work effectively in the ophthalmic industry

*Note the following prerequisite unit requirement.

Unit code and title	Prerequisite unit required
HLTDA417A Take a clinical photograph	HLTIN301B Comply with infection control policies and procedures
	HLTIN302A Process reusable instruments and equipment in health work (Prerequisite: HLTIN301B Comply with infection control policies and procedures)

Selecting electives for different outcomes

The context for this qualification varies, and this must guide the selection of elective units.
Examples of appropriate elective units for particular outcomes at this level follow.

Commercial photographer
Core units plus:

- BSBCRT501A Originate and develop concepts
- BSBMKG514A Implement and monitor marketing activities
- BSBREL401A Establish networks
- BSBRSK501A Manage risk
- CUFCMP501A Manage and exploit copyright arrangements
- CUFIND401A Provide services on a freelance basis
- CUFPOS402A Manage media assets
- CUVPHI518A Explore the descriptive and emotive nature of photo lighting
- CUVPHI519A Investigate and exploit innovative imaging options
- CUVPHI520A Produce an innovative presentation of professional work
- CUVPHI521A Produce commercial photo images
- CUVPHI525A Plan, capture and exploit visual art photo images
- CUVPHI527A Make illustrative images for publication and display
- CUVPHI530A Prepare digital images for pre-press processing

Media photographer
Core units plus:

- BSBCRT501A Originate and develop concepts
- BSBMKG514A Implement and monitor marketing activities
- BSBREL401A Establish networks
- BSBRSK501A Manage risk
- CUFCMP501A Manage and exploit copyright arrangements
- CUFIND401A Provide services on a freelance basis
- CUFPOS402A Manage media assets
- CUVPHI518A Explore the descriptive and emotive nature of photo lighting
- CUVPHI519A Investigate and exploit innovative imaging options
- CUVPHI520A Produce an innovative presentation of professional work
- CUVPHI523A Produce media photo images
- CUVPHI527A Make illustrative images for publication and display
- CUVPHI528A Plan, capture and exploit stock photo images
- ICTTEN4081A Locate, diagnose and rectify faults

Technical photographer (Medical)
Core units plus:

- BSBCOM501B Identify and interpret compliance requirements
- BSBREL401A Establish networks
- BSBWOR501B Manage personal work priorities and professional development
- CUFCMP501A Manage and exploit copyright arrangements
- CUFPOS402A Manage media assets
- CUVPHI518A Explore the descriptive and emotive nature of photo lighting
- CUVPHI519A Investigate and exploit innovative imaging options
- CUVPHI520A Produce an innovative presentation of professional work
- CUVPHI523A Produce media photo images

- CUVPHI526A Produce technical photo images
- CUVPHI527A Make illustrative images for publication and display
- HLTCOM408B Use specific health terminology to communicate effectively
- MSL974008A Capture and manage scientific images
- SITXFIN007A Manage physical assets

Technical photographer (Museum/Library)
Core units plus:

- BSBRKG506A Develop and maintain terminology and classification schemes
- BSBWOR501B Manage personal work priorities and professional development
- CUFCMP501A Manage and exploit copyright arrangements
- CUFPOS402A Manage media assets
- CULMS010B Contribute to the preservation of cultural material
- CULMS412C Record and maintain collection information
- CUVPHI518A Explore the descriptive and emotive nature of photo lighting
- CUVPHI519A Investigate and exploit innovative imaging options
- CUVPHI520A Produce an innovative presentation of professional work
- CUVPHI526A Produce technical photo images
- CUVPHI527A Make illustrative images for publication and display
- CUVPHI528A Plan, capture and exploit stock photo images
- PSPPM402B Manage simple projects
- SITXFIN007A Manage physical assets

Sports photographer
Core units plus:

- BSBCRT501A Originate and develop concepts
- BSBREL401A Establish networks
- BSBRSK501A Manage risk
- BSBWOR501B Manage personal work priorities and professional development
- CUFCMP501A Manage and exploit copyright arrangements
- CUFIND401A Provide services on a freelance basis
- CUFPOS402A Manage media assets
- CUVPHI518A Explore the descriptive and emotive nature of photo lighting
- CUVPHI519A Investigate and exploit innovative imaging options
- CUVPHI520A Produce an innovative presentation of professional work
- CUVPHI523A Produce media photo images
- CUVPHI527A Make illustrative images for publication and display
- CUVPHI528A Plan, capture and exploit stock photo images
- ICTTEN4081A Locate, diagnose and rectify faults

Wedding photographer
Core units plus:

- BSBADM506B Manage business document design and development
- BSBCRT501A Originate and develop concepts
- BSBMKG514A Implement and monitor marketing activities
- BSBREL401A Establish networks

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- CUFCMP501A Manage and exploit copyright arrangements
- CUFDIG502A Design web environments
- CUFIND401A Provide services on a freelance basis
- CUFPOS402A Manage media assets
- CUVPHI518A Explore the descriptive and emotive nature of photo lighting
- CUVPHI519A Investigate and exploit innovative imaging options
- CUVPHI520A Produce an innovative presentation of professional work
- CUVPHI522A Provide domestic portrait services
- CUVPHI524A Make wedding photo imaging products
- CUVPHI527A Make illustrative images for publication and display