



Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI301A Develop and apply photo imaging industry knowledge

Release: 1

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Modification History

Version	Comments
CUVPHI301A	This version first released with <i>CUV11 Visual Arts, Craft and Design Training Package version 1.0</i>

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to source, apply and update a general knowledge of the photo imaging industry, including industry structure and operation, employment obligations and the impact of new technology.

Application of the Unit

The skills and knowledge outlined in this unit underpin effective performance in all work roles in the photo imaging industry. They apply to those who work in commercial contexts, such as photographic studios or photo printing/processing businesses, but could also be relevant to those who produce photographic works for exhibition.

Licensing/Regulatory Information

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

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Element	Performance Criteria
<i>Elements describe the essential outcomes of a unit of competency.</i>	<i>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.</i>

Elements and Performance Criteria

1. Source and apply industry information	<p>1.1 Seek information on the <i>structure and operation</i> of the <i>photo imaging</i> industry using <i>appropriate sources</i></p> <p>1.2 Apply <i>information</i> from appropriate sources to assist in effective work performance in the photo imaging industry</p> <p>1.3 Seek <i>information on new technology</i> affecting the photo imaging industry using appropriate sources</p> <p>1.4 Seek information on <i>ethical and legal work practices</i></p> <p>1.5 Seek <i>information on business practices</i> using appropriate sources</p> <p>1.6 Comply with copyright requirements when accessing information</p> <p>1.7 Apply information in day-to-day work activities to enhance quality of work performance</p>
2. Update and maintain industry knowledge	<p>2.1 Identify and use opportunities to update knowledge of the photo imaging industry</p> <p>2.2 Monitor current <i>issues of concern to the industry</i></p> <p>2.3 Share updated knowledge with colleagues and peer group as appropriate, and incorporate into day-to-day work activities</p> <p>2.4 Establish and maintain effective contacts in the photo imaging industry</p>

Required Skills and Knowledge

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

Required skills

- communication skills to share industry information with others
- learning skills to develop and maintain knowledge of industry
- literacy skills to interpret industry information and terminology
- numeracy skills to interpret relevant technical data
- planning and organising skills to identify and access relevant sources of industry information
- technology skills to access and download industry information from the internet.

Required knowledge

- different sectors of the photo imaging industry and their interrelationships
- key work areas within the industry, how they interrelate and key roles and responsibilities
- historical development of the industry
- nature, role and functions of unions and employer associations
- rights and responsibilities of employers and employees in the photo imaging industry
- current and emerging technologies used in the photo imaging industry
- business practices required by the photo imaging industry
- key photo imaging industry terminology
- protocols and ethics as they apply to key work areas within the industry
- sources of information on the photo imaging industry and ways of maintaining current industry knowledge
- sources of information relating to work opportunities and career planning.

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.

Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>Evidence of the ability to:</p> <ul style="list-style-type: none"> • source information on the photo imaging industry • apply knowledge of the photo imaging industry to work activities to maximise effective performance • maintain currency of knowledge.
Context of and specific resources for assessment	<p>Assessment must ensure access to:</p> <ul style="list-style-type: none"> • sources of information on the photo imaging industry.
Method of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> • review of case studies to assess ability to apply knowledge to different industry contexts and situations • written or oral questioning to test knowledge of the different aspects or distinguishing features of the photo imaging industry • review of portfolios of evidence • review of third-party reports from experienced practitioners. <p>Assessment methods should closely reflect workplace demands and the needs of particular groups (e.g. people with disabilities, and people who may have literacy or numeracy difficulties, such as speakers of languages other than English, remote communities and those with interrupted schooling).</p>
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none"> • CUVPHI402A Research and apply information on the traditions that inform photo imaging practice.

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.

<p><i>Structure and operation</i> may include:</p>	<ul style="list-style-type: none"> • economic and social significance of the industry • industry sectors and their products and services • key contacts and support networks • major industry bodies and associations • prominent practitioners and practices • relationship with allied industries: <ul style="list-style-type: none"> • fashion • film, television, radio and multimedia • journalism • music • public relations • retail • scientific, technical and medical • sport • tourism • visual arts, craft and design.
<p><i>Photo imaging</i> may include:</p>	<ul style="list-style-type: none"> • advertising • destination and natural history • editorials • fashion • illustrative work • medical, scientific and technical • photo/social documentary • photo imaging in a graphics and multimedia context • photo imaging in a visual arts context • press and public relations • retail and wholesale suppliers of goods and services for photo imaging • wedding and portrait.
<p><i>Appropriate sources</i> may include:</p>	<ul style="list-style-type: none"> • discussions with industry practitioners and colleagues • exhibitions and events • industry associations and organisations • industry journals

	<ul style="list-style-type: none"> • internet • media • personal observations and experience, such as industry placement • policy and procedures manuals • reference manuals • retail and wholesale suppliers of goods and services • professional development opportunities, such as: <ul style="list-style-type: none"> • conferences • industry functions • master classes • seminars • symposiums • workshops • unions and other sources of industrial relations information.
Information may relate to:	<ul style="list-style-type: none"> • career opportunities • codes of conduct • employment conditions • industrial relations issues • professional associations • roles, responsibilities and employment rights of contracted workers • unions and employer bodies.
Information on new technology may relate to:	<ul style="list-style-type: none"> • advances in technology and equipment • likely effects of new technology on current work practices and the structure of the industry • sources of technical advice and support • ways of upgrading skills to allow for the use of new technology.
Ethical and legal work practices may relate to:	<ul style="list-style-type: none"> • contracts • copyright • industry codes of practice • legal requirements • moral rights • permits.
Information on business practices may include:	<ul style="list-style-type: none"> • business name registration • financial and taxation issues • insurance requirements.
Issues of concern to the industry may be	<ul style="list-style-type: none"> • changing nature of: <ul style="list-style-type: none"> • communication in society

related to:	<ul style="list-style-type: none">• technology• the marketplace• government initiatives• industry contraction or expansion• labour issues.
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Unit Sector(s)

Visual communication – photo imaging