Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI517A Research and exploit photo imaging trends

Release: 1

INDUSTRY
SKILLS
COUNCILS
Creating Australia's Future

CUVPHI517A Research and exploit photo imaging trends

Modification History

Version	Comments
CUVPHI517A	This version first released with *CUV11 Visual Arts, Craft and Design Training Package version 1.0*

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to exploit creative and commercial opportunities as they arise from emerging trends in the photo imaging industry.

Application of the Unit

This unit applies to the photo imaging industry, which is constantly changing due to technological, societal and consumer demands. To retain industry currency, photo imaging practitioners need to identify emerging trends while evaluating, planning and implementing changes to their workflows, products and technology.

This unit requires the self-directed application of skills and knowledge in order to research, evaluate, plan, coordinate, manage and exploit emerging trends that arise in the photo imaging industry.

This work is usually undertaken independently, with guidance where required.

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
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

1. Research trends and emerging technologies in the photo imaging industry	1.1 Identify *trends and emerging technologies* using appropriate *sources of information*
	1.2 Evaluate currency and credibility of information gathered and ensure research scope is sufficiently broad
	1.3 Maintain accurate and comprehensive details of sources of information
	1.4 Examine and clarify the implications and consequences of trends and emerging technologies
	1.5 Critique and review trends and emerging technologies with *relevant personnel*
2. Exploit creative and commercial opportunities in the photo imaging industry	2.1 Use *critical thinking techniques* to identify creative and commercial opportunities as they arise from trends and emerging technologies
	2.2 Clarify business objectives for exploiting creative and commercial opportunities
	2.3 Assess *entrepreneurial attitudes* required to develop creative and commercial opportunities
	2.4 Assess feasibility and commercial viability of exploiting creative and commercial opportunities
	2.5 Identify and document business risk associated with exploiting creative and commercial opportunities
	2.6 Exploit creative and commercial opportunities within photo imaging industry
3. Review adoption of trends and emerging technologies against photo imaging business practice	3.1 Review performance of exploited opportunities against personal and business objectives
	3.2 Assess impact of adopting trends and emerging technologies on own photo imaging practice
	3.3 Develop systems to identify and respond to future creative and commercial opportunities as they arise from trends and emerging technologies

Required Skills and Knowledge

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

Required skills

- literacy skills to interrogate and interpret a broad range of information on new photo imaging trends and technology
- numeracy skills to assess the financial viability of creative and commercial opportunities as they arise from trends and emerging technologies
- communication skills to:
    - critique and discuss new photo imaging trends and technology
    - communicate newly acquired knowledge with peers and/or employees
    - use industry and community networks as sources of information
- critical thinking skills to identify creative and commercial opportunities
- learning skills to seek expert advice when implementing new photo imaging trends and technology
- planning and organising skills to:
    - interpret and respond to photo imaging briefs
    - budget for costs associated with the implementation of new technology
    - develop systems to respond to future creative and commercial opportunities
    - document research findings clearly and concisely
    - plan integration of new technology into own photo imaging practice
- problem-solving skills to recognise and resolve workplace issues when implementing new technology into own photo imaging practice
- technology skills to coordinate the installation of new technology.

Required knowledge

- business implications and consequences of adopting photo imaging trends and technology
- commonly used research methodologies, including copyright, moral and intellectual property issues associated with photo imaging research
- current trends and emerging technologies in photography/photo imaging
- OHS requirements relating to photography and computer usage
- planning and review processes for photo imaging business.

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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	Evidence of the ability to:
	• research trends and emerging technologies within the photo imaging industry
	• exploit creative and commercial opportunities that arise from trends and emerging technologies
	• connect trends and emerging technologies to aspects of photo imaging work practices, such as:
	  • image lighting, acquisition, processing output and presentation
	  • industry-standard photo imaging workflows
	  • marketing and promotion of products and services
	• review the impact of integrating trends and emerging technologies into photo imaging work practices.

Context of and specific resources for assessment	Assessment must ensure:
	• access to:
	  • appropriate technology and sources of information to research trends and emerging technologies within the photo imaging industry
	  • an environment where creative and commercial photo imaging opportunities can be exploited
	  • 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 candidate 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 • review of third-party reports from experienced practitioners • direct observation of candidate exploiting creative and commercial photo imaging opportunities

	• case studies to assess candidate's ability to research trends and emerging technologies • problem-solving activities to assess candidate's critical thinking skills. Assessment methods should closely reflect workplace demands (e.g. literacy) 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).
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: • CUVPHI516A Research the role and use of the photo image in visual communication • 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.

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.

Trends and emerging technologies may include:	• advances in equipment and technology, including: - capture and lighting equipment - image processing - output methods and presentation devices • alliances with allied technologies and businesses • changing nature of the marketplace, including: - advertising and promotional opportunities, including marketing of products and services - business structures and operational strategies - copyright, industrial relations (IR), insurance and taxation - funding policies and government initiatives - new markets associated with market contraction and expansion - new terminology - photo imaging workflows • social, political and environmental developments.
Sources of information may include:	• copyright and legal representatives • discussions with innovative industry practitioners • electronic and print media, including news, reviews and articles • employee association or union representatives, and other sources of IR information • events, such as industry functions, conferences, trade fairs, community activities, expositions, exhibitions, festivals and social events • government bodies and associated publications • industry associations • internet and social media • libraries and archives, including text, film, video, sound and graphic • lifestyle and contemporary issues magazines • museums, galleries and studios • national and international journals, such as artist,

	computing and design journals • personal observations and experience • professional competitions and awards • professional development opportunities, such as training programs, seminars, conferences, exhibitions, symposiums, workshops and master classes • retail and wholesale suppliers of products and services • technical publications and reference books.
Relevant personnel may include:	• early adopters • mentors • peers • photographers • photo imaging importers and suppliers • professionals from allied areas • speakers at conferences and seminars.
Critical thinking techniques may include:	• analysing and evaluating actions and policies • clarifying issues, values and standards • comparing similar situations • comparing and contrasting ideals with practice • comparing and evaluating beliefs, interpretations and theories • developing criteria for evaluation • distinguishing relevant from irrelevant facts • examining and evaluating assumptions • exploring implications and consequences • generating and assessing solutions • making interdisciplinary connections • making plausible inferences and predictions • noting significant similarities and differences • reading and listening critically • recognising contradictions • transferring insights to new contexts • using critical vocabulary.
Entrepreneurial attitudes may include:	• ability to act on intuition and assumptions • ability to think laterally and independently • ability to work within ambiguity and uncertainty • confidence in self and vision • curiosity • desire to take risks • flexibility • interest in pursuing new ideas.

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Unit Sector(s)

Visual communication – photo imaging

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