



Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI519A Investigate and exploit innovative imaging options

Release: 1

CUVPHI519A Investigate and exploit innovative imaging options

Modification History

| Version | Comments |
|------------|--|
| CUVPHI519A | 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 investigate and exploit creative and innovative options in the production of photo images using a variety of imaging technologies and processes.

Application of the Unit

The photo imaging practitioner is required to resolve complex visual communications problems and create innovative images. In creating these images, the practitioner must interact with a range of imaging technologies (analog, digital, hybrid, traditional and emerging). These are part of the production workflow where images are captured, enhanced and output. The selection, application and adaptation of imaging technologies allow the practitioner to acquire unique and innovative images.

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 |
|--|---|
| <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. Research a range of imaging technologies | <p>1.1 Critique and review <i>historical, contemporary and emerging imaging technologies</i> with <i>appropriate people</i></p> <p>1.2 Examine and clarify <i>discipline, subject matter and themes</i> of photography/photo imaging and their related imaging technologies</p> <p>1.3 Identify and review the connection between imaging technology and the <i>visual representation, attributes and opportunities</i> of an image's subject matter</p> <p>1.4 Evaluate <i>specialised imaging technologies</i> and their corresponding imaging workflow</p> <p>1.5 Evaluate currency and credibility of information gathered and ensure research scope is sufficiently broad</p> |
| 2. Create test images and evaluate attributes of imaging technologies | <p>2.1 Acquire or gain access to specialised imaging technologies in cooperation with imaging specialists and suppliers</p> <p>2.2 Identify and apply appropriate OHS processes and standards in use of specialised imaging technologies</p> <p>2.3 Apply specialised imaging technologies and imaging workflow to create test images</p> <p>2.4 Review personal performance in creation of test images</p> |
| 3. Create body of work using imaging technologies | <p>3.1 Select appropriate imaging technology to create a <i>body of work</i> with specific subject matter or theme</p> <p>3.2 Consider requirements of creative vision/product and adopt imaging workflow to create images</p> <p>3.3 Review and adapt imaging workflow to ensure consistency of creative vision and product</p> <p>3.4 Plan, prepare and organise body of work for presentation using appropriate technology and context</p> <p>3.5 Review personal performance in creation of body of work and identify concepts for future research</p> <p>3.6 Store and maintain reference journal of specialised imaging technologies</p> <p>3.7 Document imaging workflow, reinstate equipment and archive imaging products appropriately</p> |

Required Skills and Knowledge

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

Required skills

- photo imaging skills to:
 - archive, maintain and manage analog and digital assets
 - competently operate imaging technologies along with design and allied technologies used within the imaging environment
 - create and optimise files and film to photo imaging industry standards
 - implement OHS and quality control procedures as they apply to all aspects of the imaging process
- research skills to access and compare contemporary styles and conceptual and aesthetic approaches to photo imaging
- critical thinking skills to:
 - reflect on and analyse own performance
 - recognise innovative imaging opportunities from research and testing processes
- literacy skills to:
 - interpret technical information relating to the imaging environment
 - obtain necessary permits and licences to operate equipment and work in special locations
- numeracy skills to determine mathematical problems arising from technical imaging processes
- communication skills to:
 - engage with subjects and professionals in a meaningful and respectful way
 - explain and describe work practices and methods
 - negotiate with models, creative teams and project stakeholders
- learning skills to:
 - learn the operation of equipment
 - review personal performance within project context
 - upgrade knowledge required to work in varied locations
- planning and organising skills to:
 - coordinate activities of models and assistants
 - organise shoots on location or in studio and prepare shoot management timelines
- technology skills to check and reinstate equipment, studio and props.

Required knowledge

- OHS procedures and standards associated with imaging technology
- imaging technology to determine suitability for innovative and creative production purposes
- traditions and contemporary issues that inform imaging technology.

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"> research, identify, test and apply innovative imaging concepts and technology implement OHS and quality control procedures when applying imaging concepts and technology review personal performance when applying imaging concepts and technology. |
| Context of and specific resources for assessment | <p>Assessment must ensure:</p> <ul style="list-style-type: none"> access to: <ul style="list-style-type: none"> a range of technology and media used in the broad imaging environment sources of information on the historical and contemporary imaging environment appropriate learning and assessment support when required opportunity for collaboration with or in allied industries 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 | <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"> direct questioning combined with review of portfolios of evidence review of third-party reports from experienced practitioners direct observation of candidate applying imaging technology, implementing OHS and quality control processes and meeting deadlines case studies to assess candidate's ability to evaluate imaging technology and its suitability for historical and contemporary contexts and themes 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 | <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">• CUVPHI516A Research the role and use of the photo image in visual communication• CUVPHI517A Research and exploit photo imaging trends. |

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>Historical, contemporary and emerging imaging technologies</i> may include:</p> | <ul style="list-style-type: none"> • camera-less imaging processes and devices: <ul style="list-style-type: none"> • digital scanners • photocopiers • photograms and chemigrams • cameras: <ul style="list-style-type: none"> • aerial • low-tech (toy and single use) • panorama • pinhole cameras and camera obscura devices • rangefinder • SLR, including 35mm/120 film and digital capture/sensor • underwater • view camera (4 x 5, 5 x 7, 10 x 8) • devices that produce books, magazines and newspapers • enhancement technologies: <ul style="list-style-type: none"> • analog and wet darkroom • digital darkroom and imaging software applications • historical cameras and techniques: <ul style="list-style-type: none"> • ambrotype • cyanotype • daguerreotype • Van Dyke brown and salted papers • wet plate • hybrid processes: <ul style="list-style-type: none"> • digital back on a pinhole camera • simulating and emulating analog effects via digital software techniques • using an inter-negative from digital capture for contact printing processes (e.g. cyanotype, palladiotype and platinotype) • output technologies, including all kinds of print-making, presentation and projection devices: |
|--|--|

| | |
|--|--|
| | <ul style="list-style-type: none"> • analog and digital enlargers and printers/papers • film writers • inkjet, laser, dye-sublimation and thermal printers and media • CMYK offset printing devices • monitor/television screen display and/or data projector images • screen printing and print-making processes • thermo-autochrome (e.g. pictograph). |
| <i>Appropriate people</i> may include: | <ul style="list-style-type: none"> • critics, commentators and polemicists • members of relevant professional associations • mentors and peers • practising photographers, photo imagists and members of allied fields. |
| <i>Discipline, subject matter and themes</i> may include: | <ul style="list-style-type: none"> • disciplines: <ul style="list-style-type: none"> • art photo images • commercial photo images • domestic photo images • illustrative photo images • media photo images • stock photo images • technical photo images • wedding clients • subject matter and themes: <ul style="list-style-type: none"> • abstraction • advertising • beauty • culture • gender identity • landscape • nature • philosophical and classical themes • religion • reportage • science and technology • sexuality • social issues • the human condition • the nude • the photograph as truth |

| | |
|--|--|
| | <ul style="list-style-type: none"> the portrait. |
| <p>Visual representation, attributes and opportunities may include:</p> | <ul style="list-style-type: none"> controlling and displaying time imaging the passage of time integrating images into other technologies to provide a range of audio, sensory and tactile human experiences making images in which an emotive or emotional content is enabled by the selected imaging technology making images of subjects in environments that are too hot or cold, or too dangerous or life threatening for human observation pictorial representation of subjects normally beyond human vision, comprehension or understanding: <ul style="list-style-type: none"> making images where abstract concepts are explained using the representational opportunities provided by selected imaging technologies making minute things visible to the naked eye making subjects of immense distance visible presenting images in ways that enhance the communicative quality of the work. |
| <p>Specialised imaging technologies may include:</p> | <ul style="list-style-type: none"> aerial cameras high speed cameras non-visible electromagnetic spectrum: <ul style="list-style-type: none"> ultraviolet and infra-red imaging x-ray and gamma ray microscopy photo finish cameras remote sensing devices scanning electron microscopes telescopes thermal imaging three-dimensional imaging devices and software applications time and motion cameras ultrasound imaging. |
| <p>Body of work may include:</p> | <ul style="list-style-type: none"> electronic presentation exhibition of images magazine, newspaper or book portfolio of work. |

Unit Sector(s)

Visual communication – photo imaging