



Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI521A Produce commercial photo images

Release: 1

CUVPHI521A Produce commercial photo images

Modification History

Version	Comments
CUVPHI521A	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 produce commercial photo imaging products for art directors and direct clients.

Application of the Unit

This unit applies to the production of commercial photo imaging products by advertising, architectural, commercial, fashion and industrial photographers. Working with limited or no supervision, commercial photographers usually respond to closed or open briefs supplied by art directors or direct clients. A normal commercial workflow requires liaison with designers, graphic designers, advertising agency creative team, art directors, post-production and pre-press coordinators. Commercial photographers are often responsible for supervising others (e.g. assistants).

This unit requires the application of skills and knowledge in order to respond to a brief, prepare quotes, plan and prepare shoots, process and optimise images, supply images to clients, bill clients, and liaise and consult with a range of associated and allied persons, work teams, government agencies and private enterprises.

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

<p>1. Establish and define requirements for a range of commercial projects</p>	<p>1.1 Evaluate requirements of <i>client brief</i> for a range of <i>commercial photo imaging shoots</i></p> <p>1.2 Research <i>sources of information</i> for contemporary styles and conceptual and aesthetic approaches to similar commercial photo imaging shoots</p> <p>1.3 Clarify sample layouts and other visual references with <i>appropriate people</i></p> <p>1.4 Prepare job, creative fee and usage estimates for a range of commercial photo imaging shoots</p> <p>1.5 Meet with client to confirm <i>shoot responsibilities</i> and define and refine <i>shoot requirements</i></p> <p>1.6 Prepare terms, conditions and quotation for shoot according to client deadlines and check against initial estimate</p> <p>1.7 Make agreement and complete contract with client or commissioning agent where applicable</p>
<p>2. Prepare for shoot</p>	<p>2.1 Research and adopt <i>professional practice arrangements</i> for shoot and confirm with appropriate people</p> <p>2.2 Investigate site-specific OHS, licence and permit requirements</p> <p>2.3 Consider shoot requirements and make test shots to refine skills for shoot</p> <p>2.4 Prepare shoot management timelines and make appropriate <i>shoot preparations</i></p> <p>2.5 Negotiate with necessary parties for access to models, locations and other subjects</p>
<p>3. Shoot images, proof and optimise work to client specifications</p>	<p>3.1 Capture in-production images to agreed style and content within <i>shoot context</i></p> <p>3.2 Confirm any changes that occur during the shoot that may lead to cost variances with client or commissioning agent</p> <p>3.3 Work with <i>production team</i>, proof images and seek feedback from client/art director on shoot progress and image selection</p> <p>3.4 <i>Optimise images</i> and output <i>creative product</i> to agreed client specifications using industry standards</p> <p>3.5 Prepare work for electronic or physical dispatch and presentation/publication within the shoot context</p>

	<p>3.6 Prepare invoice or account for client</p> <p>3.7 Deliver completed images/creative product to client with invoice or account and copy of licence, and confirm client satisfaction</p>
4. Wrap up and review shoot	<p>4.1 Check and reinstate equipment, studio and props</p> <p>4.2 Catalogue and archive images or creative product appropriately</p> <p>4.3 Maintain contractual and financial records for business and taxation purposes</p> <p>4.4 Review client response and personal performance within shoot context</p> <p>4.5 Identify future opportunities, work directions, equipment needs and workflow changes resulting from the shoot</p>

Required Skills and Knowledge

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

Required skills

- photo imaging skills to:
 - create and optimise files
 - film to commercial photo imaging industry standards
- research skills to:
 - compare contemporary styles and conceptual or aesthetic approaches to commercial photo imaging
 - maintain professional practice arrangements for commercial photo imaging
- critical thinking skills to:
 - recognise and address barriers to effective photo imaging workflow
 - reflect on and analyse own performance
- literacy skills to develop and interpret business documents and contracts
- numeracy skills to:
 - develop and use complex spreadsheets
 - maintain contractual and financial records for business and taxation purposes
 - prepare budgets, quotations and invoices for clients
- planning and organising skills to:
 - coordinate activities of models, assistants, and creative and production teams
 - interpret and respond to photo imaging briefs
 - organise shoots on location or in studio and prepare shoot management timelines
- communication skills to:
 - establish and nourish industry links with clients, contractors and employees
 - make business presentations
 - negotiate prices and fair exchange of services with clients and project stakeholders
 - negotiate with and relate to clients, models, creative team and project stakeholders
 - seek feedback from client or art director on shoot progress and image selection
 - work effectively with diversity and deal empathetically with subjects
- learning skills to review personal performance within shoot context
- problem-solving skills to identify and rectify equipment malfunction or failure
- teamwork skills to work with production and creative teams
- technology skills to check and reinstate equipment, studio and props.

Required knowledge

- architectural, advertising, commercial, fashion and industrial photo imaging practices and products
- business practice, including partnerships, contracts, intellectual property, copyright, legal, moral, insurance, financial, budget, political, OHS, licences and permits
- nature of relationship between photo imaging practitioner and the client/art director
- procedures for selecting, testing and evaluating technology to determine suitability for commercial production purposes

- traditions and contemporary issues that inform commercial photo imaging practice
- protocols for working with government institutions and regulations relating to commercial photo imaging practice.

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"> • apply a typical workflow in commercial photo imaging professional practice • interact and liaise with clients, art directors and associated professionals • apply business, coordination and negotiation skills to own photo imaging work practices • apply technical and imaging skills, including capturing and optimising commercial images.
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 photo imaging production equipment employed in a commercial context, such as cameras, computers, software, printers, darkrooms, lighting and accessories • a range of locations and studios for commercial photo imaging shoots • sources of information to research contemporary styles and conceptual and aesthetic approaches to commercial photo imaging • appropriate learning and assessment support when required • opportunity for collaboration with or in allied industries, such as design, fashion, make-up, food styling, engineering, architecture, graphic art and printing • 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

	<p>practitioners</p> <ul style="list-style-type: none"> • direct observation of candidate applying a typical workflow in commercial photo imaging professional practice • case studies to assess candidate's ability to research contemporary styles and conceptual and aesthetic approaches to commercial photo imaging • participation in and observation of professional design, advertising and photo imaging awards • review of photo imaging products against commercial industry standards and service specifications. <p>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).</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"> • CUVPHI516A Research the role and use of the photo image in visual communication • CUVPHI517A Research and exploit photo imaging trends • 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 • CUVPHI529A Employ colour management in a digital imaging workplace.

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.

<i>Client brief</i> may include:	<ul style="list-style-type: none"> • closed and open brief • self-commissioned for folio or self-promotion.
<i>Commercial photo imaging shoots</i> may include:	<ul style="list-style-type: none"> • advertising, both figurative and non-figurative • internal and external architectural • catalogue or corporate report • fashion and food • industrial, including small product or structural.
<i>Sources of information</i> may include:	<ul style="list-style-type: none"> • contemporary media, such as newspapers, television and magazines • internet sites • interviews • personal experiences • professional awards • professional libraries • workshops, seminars and conferences.
<i>Appropriate people</i> may include:	<ul style="list-style-type: none"> • members of creative teams: <ul style="list-style-type: none"> • art directors • client representatives • designers • members of relevant professional associations • mentors and peers • practising commercial photographers, photo imagists or members of allied fields.
<i>Shoot responsibilities</i> may include:	<ul style="list-style-type: none"> • check estimate against budget and make necessary adjustments to date, props, location and talent • confirm budget with client • confirm legal aspects of the shoot, such as copyright, licensing issues and intellectual property rights • control the creative product and the shoot • negotiate and sign contract • pay bills of third-party suppliers and service providers • receive purchase order from client • select and hire models

	<ul style="list-style-type: none"> • select locations, props and backgrounds • send confirmation and quotation to client and include: <ul style="list-style-type: none"> • cover note • creative fee and usage • duration, media and region • terms and conditions • sign off on creative product.
<i>Shoot requirements</i> may include:	<ul style="list-style-type: none"> • analog or digital capture technologies and supporting accessories • creative product: <ul style="list-style-type: none"> • how it is to be used • what the client specifies • food and accommodation • hire options for equipment • layout references • models, props and backgrounds • photo imaging lighting: <ul style="list-style-type: none"> • ambient • light painting/light tents • light/shadowless tables • mixed lighting • multi-flash • supplementary, such as electronic flash, tungsten and fluorescent • processing requirements for image work created • production team • studio or internal/external location • timelines for stages of commercial workflow • transportation of team and equipment • use of studio style or other as specified by client.
<i>Professional practice arrangements</i> may include:	<ul style="list-style-type: none"> • contracts • copyright, licensing and intellectual property rights • creative product archive/digital asset management • financial management • insurance, including personal, public risk, accident and sickness, equipment • completed creative product transportation and storage • licences and permits • model and property releases • OHS • project budget management.

<i>Shoot preparations</i> may include:	<ul style="list-style-type: none"> • assemble and check all equipment • brief assistants and other members of creative team • conceptualise involvement in creative process • confirm time, place and requirements for all aspects of the shoot that will be supplied by others • undertake weather check for location shoots.
<i>Shoot context</i> may include:	<ul style="list-style-type: none"> • agreed sign-off protocols • application of teamwork and management skills conducive to a creative environment • colour management specifications • format and orientation of image • provision of innovative suggestions and options to improve creative product • scope of the brief • technical requirements of creative product • timelines.
<i>Production team</i> may include:	<ul style="list-style-type: none"> • art director or direct client • assistants for: <ul style="list-style-type: none"> • camera equipment • digital systems • home economists • location scout • make-up artists, hairdressers and stylists • post-production coordinators • set builders.
<i>Optimise images</i> may include:	<ul style="list-style-type: none"> • maintain quality and integrity of the digital data • process files: <ul style="list-style-type: none"> • capture • digital negative • RAW • bit depth • colour space • digital asset management • file dimensions and size in pixels • file format, such as: <ul style="list-style-type: none"> • joint photographic experts group (JPEG) • portable document format (PDF) • Photoshop Data (PSD) • tagged image file format (TIFF) • file naming, metadata, captions and inclusion of file information data

	<ul style="list-style-type: none">• multiple file formats• transfer media, such as CD, DVD and internet• uncompressed and compressed files• retouch, enhance and photomontage (as requested)• use appropriate colour space.
<i>Creative product</i> may include:	<ul style="list-style-type: none">• colour film transparencies to specified format• digital files as specified• prints to specified size, mounting and finish.

Unit Sector(s)

Visual communication – photo imaging