



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **CUVPHI522A Provide domestic portrait services**

**Release: 1**

## CUVPHI522A Provide domestic portrait services

### Modification History

Version	Comments
CUVPHI522A	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 provide photo imaging services for domestic clients.

### Application of the Unit

This unit applies to the provision of domestic portrait photo imaging services. The unit deals with documenting and producing in images key moments, moods and events based around families, individuals and gatherings. The domestic photographer creates and delivers images with a quality and consistency greater than that achieved by an enthusiast.

Domestic portrait images and creative products have no agreed resale value by the subject and are for personal collection or use. Domestic portrait photographers are often responsible for supervising assistants.

This unit aligns to the workflow associated with the professional domestic portrait photo imaging sector and requires the application of skills and knowledge to respond to the needs of domestic clients, prepare pricing schedules, plan and prepare shoots, process and optimise images, supply images and integrated presentation products, bill clients, and liaise/consult with a range of allied persons and work teams.

### 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

<b>Element</b>	<b>Performance Criteria</b>
<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. Select domestic photo imaging services to market to public clients</p>	<p>1.1 Research <i>sources of information</i> for contemporary styles and conceptual or aesthetic approaches to <i>domestic subjects</i></p> <p>1.2 Develop a <i>studio style</i> and determine its relevance and suitability to intended target audience</p> <p>1.3 Develop work samples representative of studio style for marketing and promotional purposes</p> <p>1.4 Prepare pricing schedule, order forms, terms of trade and contracts for <i>domestic photo imaging services</i></p> <p>1.5 Research and adopt <i>professional practice arrangements</i> for shoot and confirm with <i>appropriate people</i></p> <p>1.6 Promote and market domestic photo imaging services to potential clients</p>
<p>2. Liaise with client and prepare for shoot</p>	<p>2.1 Meet with client to confirm <i>shoot responsibilities</i> and define or refine <i>shoot requirements</i></p> <p>2.2 Employ empathetic questioning to determine and refine the required domestic photo imaging services</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 locations and other subjects</p>
<p>3. Shoot images, and proof and optimise work to client specifications</p>	<p>3.1 Capture images to agreed style and content within <i>shoot context</i></p> <p>3.2 Work with a <i>production team, proof images</i> and seek feedback from client on shoot progress and image selection</p> <p>3.3 <i>Optimise images</i> to agreed client specifications using industry standards</p> <p>3.4 Output optimised images and/or integrated presentation products to agreed client specifications using a range of <i>service suppliers</i></p>
<p>4. Wrap up and review shoot</p>	<p>4.1 Maintain quality and working condition of equipment, studio and props</p> <p>4.2 Review pricing schedule and prepare invoice for client</p> <p>4.3 Review client response and personal performance within shoot context</p> <p>4.4 Catalogue and archive optimised images and/or integrated</p>

	<p>presentation products appropriately</p> <p>4.5 Maintain contractual and financial records for business and taxation purposes</p> <p>4.6 Update work samples of domestic photo imaging services for marketing and promotional purposes</p> <p>4.7 Identify future opportunities, work directions, equipment needs and workflow changes resulting from the shoot</p>
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## Required Skills and Knowledge

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

### Required skills

- photo imaging skills to:
  - create meaningful images in private and public spaces in a respectful manner
  - create, optimise and archive files and film to domestic photo imaging industry standards
  - use industry-standard digital media, design and presentation technologies
- research skills to:
  - compare contemporary styles and conceptual or aesthetic approaches to domestic photo imaging
  - maintain professional practice arrangements for domestic 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:
  - 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 assistants and production teams
  - interpret and respond to photo imaging briefs
  - organise shoots on location and in studio and prepare shoot management timelines
- communication skills to:
  - develop rapport with subjects and recognise and overcome tension and nervousness that may arise from subjects having photographs taken
  - establish and nourish industry links with suppliers, contractors and employees
  - negotiate prices and fair exchange of services with clients and project stakeholders
  - relate to individuals and groups from a diverse range of age groups, religious, racial and cultural areas
  - resolve complaints and disputes
  - seek feedback from clients 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 and failure
- teamwork skills to work with a production team
- technology skills to check and reinstate equipment, studio and props.

### Required knowledge

- domestic photo imaging practices and products
- business practice, including partnerships, contracts, intellectual property, copyright, legal, moral, insurance, financial, budget, political, OHS, licences and permits

- relationship between photo imaging practitioner and clients
- procedures for selecting, testing and evaluating technology to determine suitability for domestic production purposes
- traditions and contemporary issues that inform domestic photo imaging practice
- protocols for working with government institutions and regulations relating to domestic 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.*

<b>Overview of assessment</b>	
<b>Critical aspects for assessment and evidence required to demonstrate competency in this unit</b>	<p>Evidence of the ability to:</p> <ul style="list-style-type: none"> <li>• apply a typical workflow in domestic photo imaging professional practice</li> <li>• interact and liaise with clients and associated professionals</li> <li>• apply business, coordination and negotiation skills to own photo imaging work practices</li> <li>• apply technical and imaging skills, including capturing and optimising domestic images.</li> </ul>
<b>Context of and specific resources for assessment</b>	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> <li>• access to: <ul style="list-style-type: none"> <li>• a range of photo imaging production equipment employed in a domestic context, such as cameras, computers, software, printers, darkrooms, lighting and accessories</li> <li>• a range of locations and studios for domestic photo imaging shoots</li> <li>• sources of information to research contemporary styles and conceptual or aesthetic approaches to domestic photo imaging</li> <li>• appropriate learning and assessment support when required</li> </ul> </li> <li>• opportunity for collaboration with or in allied industries, such as designers, fashion stylists, make-up artists, hairdressers, processing labs/printers, bookbinders and presentation specialists</li> <li>• the use of culturally appropriate processes, and techniques appropriate to the oracy, language and literacy capacity of the candidate and the work being performed.</li> </ul>
<b>Method of assessment</b>	<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"> <li>• direct questioning combined with review of portfolios of evidence</li> <li>• review of third-party reports from experienced</li> </ul>



	<p>practitioners</p> <ul style="list-style-type: none"> <li>• direct observation of candidate applying a typical workflow in domestic photo imaging professional practice</li> <li>• case studies to assess candidate's ability to research contemporary styles and conceptual or aesthetic approaches to domestic photo imaging</li> <li>• participation in and observation of professional domestic photo imaging awards</li> <li>• review of photo imaging products against domestic industry standards and service specifications.</li> </ul> <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>
<p><b>Guidance information for assessment</b></p>	<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"> <li>• CUVPHI516A Research the role and use of the photo image in visual communication</li> <li>• CUVPHI517A Research and exploit photo imaging trends</li> <li>• CUVPHI518A Explore the descriptive and emotive nature of photo lighting</li> <li>• CUVPHI519A Investigate and exploit innovative imaging options</li> <li>• CUVPHI520A Produce an innovative presentation of professional work</li> <li>• CUVPHI529A Employ colour management in a digital imaging workplace.</li> </ul>

## 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><b><i>Sources of information</i></b> may include:</p>	<ul style="list-style-type: none"> <li>• contemporary media, such as newspapers, television and magazines</li> <li>• internet and social media sites</li> <li>• interviews</li> <li>• personal experiences</li> <li>• professional awards</li> <li>• professional libraries</li> <li>• workshops, seminars and conferences.</li> </ul>
<p><b><i>Domestic subjects</i></b> may include:</p>	<ul style="list-style-type: none"> <li>• adolescents</li> <li>• babies and children</li> <li>• celebration events, such as parties and family gatherings</li> <li>• cultural and religious occasions</li> <li>• engagement couples</li> <li>• formals and debutantes</li> <li>• glamour and boudoir</li> <li>• graduations</li> <li>• groups, such as school, social and sporting</li> <li>• personal portraiture</li> <li>• pregnant mothers</li> <li>• seniors.</li> </ul>
<p><b><i>Studio style</i></b> may include:</p>	<ul style="list-style-type: none"> <li>• unique and recognisable photographic and print/album look, including factors such as:             <ul style="list-style-type: none"> <li>• depth of field</li> <li>• exposure compensation</li> <li>• framing and cropping</li> <li>• lens focal length</li> <li>• point of view (POV) photography</li> <li>• post-capture image treatment.</li> </ul> </li> </ul>
<p><b><i>Domestic photo imaging services</i></b> may include:</p>	<ul style="list-style-type: none"> <li>• digital files for use on the internet or inclusion in personal digital media presentations and documents</li> <li>• DVDs and digital media presentations</li> <li>• framed, loose and mounted prints</li> <li>• individual, couple and group portraits</li> <li>• passports and identification documents</li> </ul>

	<ul style="list-style-type: none"> <li>• prints in or for albums and books.</li> </ul>
<p><b><i>Professional practice arrangements</i></b> may include:</p>	<ul style="list-style-type: none"> <li>• contracts</li> <li>• copyright, licensing and intellectual property rights</li> <li>• creative product archive/digital asset management</li> <li>• financial management</li> <li>• insurance, including personal, public risk, accident and sickness, equipment, completed creative product, transportation and storage</li> <li>• licences and permits</li> <li>• model/talent and property releases</li> <li>• moral and ethical codes of practice</li> <li>• OHS</li> <li>• project budget management.</li> </ul>
<p><b><i>Appropriate people</i></b> may include:</p>	<ul style="list-style-type: none"> <li>• members of production team</li> <li>• members of relevant professional associations</li> <li>• mentors and peers</li> <li>• practising domestic photographers, photo imagists or members of allied fields.</li> </ul>
<p><b><i>Shoot responsibilities</i></b> may include:</p>	<ul style="list-style-type: none"> <li>• confirming legal aspects of the shoot</li> <li>• controlling the creative product</li> <li>• controlling the shoot</li> <li>• negotiating and signing contract</li> <li>• paying bills</li> <li>• selecting locations, props and backgrounds.</li> </ul>
<p><b><i>Shoot requirements</i></b> may include:</p>	<ul style="list-style-type: none"> <li>• analog or digital capture technologies and supporting accessories</li> <li>• creative product:             <ul style="list-style-type: none"> <li>• how it is to be used</li> <li>• what the client specifies</li> </ul> </li> <li>• hire options for equipment</li> <li>• models, props and backgrounds</li> <li>• photo imaging lighting:             <ul style="list-style-type: none"> <li>• ambient</li> <li>• mixed lighting</li> <li>• supplementary, including electronic flash, tungsten and fluorescent</li> </ul> </li> <li>• processing requirements for image work created</li> <li>• production team</li> <li>• studio or internal/external location</li> <li>• timelines for stages of domestic workflow</li> <li>• transportation of equipment.</li> </ul>

<b>Shoot preparations</b> may include:	<ul style="list-style-type: none"> <li>• assemble and check all equipment</li> <li>• brief assistants and other members of creative team</li> <li>• conceptualise involvement in creative process</li> <li>• confirm time, place and requirements for all aspects of the shoot that will be supplied by others</li> <li>• undertake weather check for location shoots.</li> </ul>
<b>Shoot context</b> may include:	<ul style="list-style-type: none"> <li>• application of teamwork and management skills conducive to a creative environment</li> <li>• colour management specifications</li> <li>• format and orientation of image</li> <li>• technical requirements of creative product</li> <li>• developing rapport with subjects</li> <li>• overcoming client tension or nervousness that may arise from subject having photographs taken</li> <li>• studio style</li> <li>• timelines.</li> </ul>
<b>Production team</b> may include:	<ul style="list-style-type: none"> <li>• assistants</li> <li>• child minders</li> <li>• make-up and hairdressing</li> <li>• post-production coordinators</li> <li>• stylists.</li> </ul>
<b>Proof images</b> may include:	<ul style="list-style-type: none"> <li>• presenting proofs in a viewing session: <ul style="list-style-type: none"> <li>• as contact sheets or proof prints to appropriate sizes</li> <li>• as digital images (via camera display, on a computer screen, and/or projected by a data projector)</li> <li>• as projected transparencies</li> </ul> </li> <li>• proofing methods.</li> </ul>
<b>Optimise images</b> may include:	<ul style="list-style-type: none"> <li>• digital files as specified: <ul style="list-style-type: none"> <li>• bit depth</li> <li>• colour space</li> <li>• digital asset management</li> <li>• file dimensions/size in pixels</li> <li>• file format, such as: <ul style="list-style-type: none"> <li>• joint photographic experts group (JPEG)</li> <li>• portable document format (PDF)</li> <li>• Photoshop Data (PSD)</li> <li>• tagged image file format (TIFF)</li> </ul> </li> <li>• file naming, captions and inclusion of file information data</li> <li>• multiple file formats</li> <li>• transfer media, such as CD, DVD and internet</li> </ul> </li> </ul>

	<ul style="list-style-type: none"><li>• uncompressed and compressed files</li><li>• maintaining quality and integrity of the digital data</li><li>• processing RAW/JPEG files</li><li>• retouch, enhance and photomontage as requested.</li></ul>
<i>Service suppliers</i> may include:	<ul style="list-style-type: none"><li>• bookbinders and album-makers</li><li>• digital media specialists</li><li>• external printers and framers</li><li>• in-house printers and framers.</li></ul>

## Unit Sector(s)

Visual communication – photo imaging