CUVPHI523A Produce media photo images

Release: 1

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Modification History

Version	Comments
CUVPHI523A	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 produce media photo images for newspaper and magazine editors.

Application of the Unit

This unit applies to the production of media photo images. Media photo imaging covers the production of images for publication in newspapers, magazines, reports and communications. Media photographers usually work unsupervised, although they are often accompanied by journalists and may also work with a range of creative personnel, including make-up/beauty artists, fashion and/or food stylists, graphic designers and clients.

This unit aligns to the workflow associated with the press and public relations industry and requires the application of skills and knowledge in order to interpret and follow editor/editorial team assignments; work with journalists, graphic designers, members of the public and a range of professional personnel (e.g. police, firemen, ambulance, security guards); work in environments of charged human emotion and stress; undertake post-shoot processing and image optimisation; supply/transmit images in electronic or physical form; and liaise/consult with a range of associated and allied persons, work teams, government agencies and private enterprise.

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.*

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Elements and Performance Criteria

1. Liaise with client to determine media assignment	1.1 Research *sources of information* for contemporary styles and conceptual or aesthetic approaches to similar subject material
	1.2 Meet with editor, editorial/PR team or journalist to define or refine *shoot requirements*
	1.3 Evaluate requirements of the media assignment and *destination publication usage* and confirm with *appropriate people*
2. Prepare for shoot	2.1 Consider shoot requirements, research and adopt *professional practice arrangements* for shoot, and confirm with appropriate people
	2.2 Prepare shoot management timelines and make appropriate *shoot preparations*
	2.3 Negotiate with necessary parties for access to locations and other subjects
3. Shoot images and optimise work to client specifications	3.1 Capture images within *shoot context* and record necessary detail for caption
	3.2 *Optimise images* to necessary specifications using media industry standards and complete caption details
	3.3 Output and transmit *media product*
	3.4 Archive images appropriately
4. Wrap up and review shoot	4.1 Check and reinstate equipment
	4.2 Review response from editor, editorial/PR team or journalist and consider personal performance within shoot context
	4.3 Identify future opportunities, work directions, equipment needs and workflow changes resulting from the shoot

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
    - optimise and create files and film, including FTP, to photo imaging industry standards
- research skills to:
    - compare contemporary styles and conceptual or aesthetic approaches to media, press and public relations photo imaging
    - maintain professional practice arrangements for media, press and public relations photo imaging
- critical thinking skills to:
    - recognise and address barriers to effective photo imaging workflow
    - reflect on and analyse own performance
- literacy skills to write basic captions to accompany media photo images
- numeracy skills to maintain records of travelling and out-of-pocket expenses for reimbursement purposes
- communication skills to:
    - clarify access and release issues relevant to street photography, property releases and photographing in public spaces
    - deal empathetically and clearly direct subjects
    - negotiate access with subjects and media product developers
    - negotiate prices and fair exchange of services with clients and project stakeholders
    - recognise and overcome tension and nervousness in subjects
    - resolve complaints and disputes
    - seek feedback from clients on shoot progress and image selection
    - speak at editorial team meetings and maximise networking opportunities
    - work effectively with diversity
- learning skills to review personal performance within shoot context
- planning and organising skills to:
    - interpret and respond to photo imaging briefs
    - organise shoots on location or in studio and prepare shoot management timelines
- problem-solving skills to identify and rectify equipment malfunction and failure
- teamwork skills to work with an editorial/PR team
- technology skills to check and reinstate equipment.

Required knowledge

- business practice, including partnerships, contracts, intellectual property, copyright, legal, moral, insurance, financial, budget, political, OHS, licences and permits
- media, press and PR photo imaging environment, including practices and products
- moral and ethical issues relevant to media photo imaging
- relationship between photo imaging practitioner and employers, the community, professional bodies and associations

- procedures for selecting, testing and evaluating technology to determine its suitability for media photo imaging purposes
- traditions and contemporary issues that inform media photo imaging practice
- protocols for working with government institutions and regulations relating to media environment.

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: • apply a typical workflow in media photo imaging professional practice • apply coordination and negotiation skills to own photo imaging work practices • apply technical and imaging skills, including capturing and optimising media images • interact and liaise with clients, members of the public, community services personnel and associated professionals • participate as an image provider within the media industry.

Context of and specific resources for assessment	Assessment must ensure:
	
	• access to:
	
	   • a range of photo imaging production equipment employed in a media context, such as cameras, computers, software, printers, darkrooms, lighting and accessories
	
	   • a range of locations and studios for media photo imaging shoots
	
	   • sources of information to research contemporary styles and conceptual or aesthetic approaches to media photo imaging
	
	   • appropriate learning and assessment support when required
	
	• opportunity for collaboration with or in allied industries, such as journalists/feature writers, graphic artists, fashion and food stylists, make-up artists and hairdressers
	
	• 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 applying a typical workflow in media photo imaging professional practice • case studies to assess candidate's ability to research contemporary styles and conceptual or aesthetic approaches to media photo imaging • participation in and observation of professional media photo imaging awards • review of photo imaging products against media industry standards and service specifications. 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 • 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 • CUVPHI521A Produce commercial photo images.

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.

Sources of information may include:	• contemporary media, such as newspapers, television and magazines • internet and social media sites • interviews • personal experiences • professional awards • professional libraries • workshops, seminars and conferences.

Shoot requirements may include:	• analog or digital capture technologies and supporting accessories
	• hire or loan options for equipment
	• media product:
	  • how it is to be used
	  • what the client specifies
	• models, props and backgrounds
	• photo imaging lighting:
	  • ambient
	  • mixed lighting
	  • supplementary, including electronic flash, tungsten and fluorescent
	• processing requirements for image work created
	• production team
	• studio or internal/external location
	• timelines for stages of media workflow
	• transportation of equipment.

Destination publication usage may include:	• advertorials • corporate portraiture • cover or lead image for article • fashion • features • food • general news • glamour • illustrative

	• photo essay • photomontage • soft news • sport • spot news.
Appropriate people may include:	• editors, pictorial editors and journalists • members of professional associations • mentors and peers • practising domestic photographers, photo imagists and members of allied fields.
Professional practice arrangements may include:	• archive/digital asset management and storage • codes of practice applicable to content and truthfulness of images captured or optimised for publication • copyright and licensing • insurance, including personal, public risk, accident and sickness, and equipment • licences and permits • media product transportation • moral rights and legal issues for media work • OHS • respect for individuals.
Shoot preparations may include:	• assemble and check all equipment • 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.

Shoot context may include:	• application of teamwork and management skills conducive to a media environment
	• meetings with individuals, such as:
	   • entertainers or public figures
	   • members of the public
	   • politicians
	• meetings with groups:
	   • 'grip 'n grin' presentation
	   • public rally or street march
	• shoot locations, including:
	   • architectural and urban
	   • farm
	   • industrial or commercial premises
	   • motor vehicle, train or aeroplane crash sites
	   • parks and gardens

	- performing arts theatre - rural - scene of a crime - sports fields - wilderness - technical requirements for image to be optimised and transmitted direct from the site - timelines.
Optimise images may include:	- digital files as specified: - bit depth - colour space (RGB/CMYK) - digital asset management - file dimensions/size in pixels - file format, such as: - encapsulated postscript (EPS) - joint photographic experts group (JPEG) - portable document format (PDF) - Photoshop Data (PSD) - tagged image file format (TIFF) - file naming, captions and inclusion of file information data - multiple file formats - transfer media, such as CD, DVD, intranet and internet - uncompressed and compressed files - maintain quality and integrity of the digital data - process and scan film or download digital files - review and edit images.
Media product may include:	- analog images as prints and transparencies - digital photo images.

Unit Sector(s)

Visual communication – photo imaging

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