



Australian Government

Assessment Requirements for SIRRMER008 Plan and style merchandise photo shoots

Release: 1

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- develop a merchandise photo shoot plan, in response to an established photo shoot brief, for one of the following:
 - lifestyle shoot
 - fashion shoot
 - food or beverage shoot
- document the above photo shoot plan including the following details:
 - objectives
 - photo shoot location
 - photo shoot resourcing requirements:
 - props
 - talent
 - merchandise
 - lighting
 - photography equipment
 - brief of images to be captured
 - contingency planning
 - schedule
- style a photo shoot following the above plan, and:
 - test a range of lighting techniques to achieve varying effects on photography
 - adjust product and talent placement to enhance photo shoot outcomes
 - provide direction to others during photo shoot
 - review images and evaluate their suitability for use.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- key legal and ethical considerations as related to photo shoots:
 - copyright

- misleading or deceiving commercial conduct
- intellectual property
- privacy and permissions
- work, health and safety
- negative and positive space as it relates to image capturing
- information contained within a photo shoot brief and its role in a photo shoot:
 - objectives
 - specifications
 - constraints
 - budget
- styling trends and sources of creative inspiration
- key aspects of a photo shoot plan:
 - objectives
 - photo shoot location
 - photo shoot resourcing requirements:
 - props
 - talent
 - merchandise
 - lighting
 - photography equipment
 - brief of images to be captured
 - contingency planning
 - schedule
- work, health and safety considerations as related to merchandise photo shoots
- application and effects of light in photography
- styling techniques for merchandise
- key product placement techniques for image results:
 - product versus prop
 - negative space
 - positive space
 - techniques and their application
- basic photography terminology.

Assessment Conditions

Skills must be demonstrated in a service industries environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- photo shoot brief
- photo shoot resources:
 - location
 - props
 - talent
 - merchandise
 - lighting
 - equipment
 - photographer and equipment.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors, and:

- have worked in a job role for at least two years where they have applied the skills and knowledge within this unit of competency.

Links

Companion Volume Implementation Guides -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>