Australian Government

CUA50915 Diploma of Photography and Photo Imaging

Release 2

CUA50915 Diploma of Photography and Photo Imaging

Modification History

Release	Comments
Release 2	This qualification was released with CUA Creative Arts and Culture Training Package Version 4.0.
Release 1	This qualification first released with CUA Creative Arts and Culture Training Package Version 2.0.

Qualification Description

This qualification reflects the role of individuals who have professional level specialised, technical and theoretical skills to plan, carry out and evaluate photo imaging services.

Practice at this level is underpinned by application of design theory and the ability to critically analyse and synthesise information from a range of sources.

Practitioners may work in a range of industry contexts, including commercial, domestic portrait, media, wedding, illustrative, institutional and art photography.

Licensing/Regulatory Information

No licensing, legislative or certification requirements apply to this qualification at the time of publication.

Entry Requirements

To enter this qualification, individuals must have the conceptual, technical and organisational skills to use of a range of professional digital and/or film cameras and accessories to produce a folio of photo imaging work that demonstrates the ability to respond effectively to different photo imaging challenges and requirements.

Skills and knowledge may have been acquired through experience, or through formal study.

Packaging Rules

Total number of units = 17

3 core units plus

14 elective units of which:

- 4 units must be selected from Group A
- 4 units must be selected from Group B

- 3 units must be selected from Groups A, B or C
- 3 units may be selected from the remaining listed electives, or any currently endorsed training package qualification or accredited course at Certificate IV, Diploma or Advanced Diploma level.

Elective units must be relevant to the work environment and the qualification, maintain the integrity of the AQF alignment and contribute to a valid vocational outcome.

Core units

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CUAPHI501 Apply visual communication theory to photo imaging practice
CUAPHI502 Research and apply photo imaging trends
CUAPHI513 Employ colour management in a digital imaging workplace
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Elective units

Group A

CUADIG405 Produce innovative digital images

CUADIG508 Refine digital art techniques

CUADIG509 Investigate technologies for the creation of digital art

CUAPHI503 Explore the descriptive and emotive nature of photo lighting

CUAPHI504 Employ specialised imaging technologies

CUAPHI514 Prepare digital images for pre-press processing

CUAPPR404 Develop self as artist

CUAPPR503 Present a body of own creative work

CUAPPR606 Extend expertise in a specialised art form to professional level

Group B

CUAPHI505 Produce commercial photo images

CUAPHI506 Provide photographic portrait services

CUAPHI507 Produce media photo images

CUAPHI508 Provide wedding photo imaging products

CUAPHI509 Plan and produce visual art photo images

CUAPHI510 Produce technical photo images

CUAPHI511 Make illustrative photo images for publication and display

CUAPHI512 Plan and produce stock photo images

Group C

BSBADM407 Administer projects

BSBCOM501 Identify and interpret compliance requirements

BSBCOM502 Evaluate and review compliance

BSBCRT402 Collaborate in a creative process

BSBCRT501 Originate and develop concepts

BSBDES501 Implement design solutions

BSBDES502 Establish, negotiate and refine a design brief

BSBEBU502 Implement e-business solutions

BSBFIM501 Manage budgets and financial plans

BSBIPR401 Use and respect copyright

BSBLED501 Develop a workplace learning environment

BSBMGT517 Manage operational plan

BSBMKG501 Identify and evaluate marketing opportunities

BSBMKG514 Implement and monitor marketing activities

BSBMKG524 Design effective user experiences

BSBMKG525 Design effective web search responses

BSBMKG526 Develop strategies to monitise digital engagement

BSBMKG527 Plan social media engagement

BSBMKG529 Manage client account

BSBMKG530 Create distributed multiplatform digital advertisements

BSBPMG522 Undertake project work

BSBREL401 Establish networks

BSBRSK501 Manage risk

BSBSMB401 Establish legal and risk management requirements of small business

BSBSMB407 Manage a small team

BSBSMB413 Design a digital action plan for small business

BSBWHS501 Ensure a safe workplace

BSBWOR501 Manage personal work priorities and professional development

BSBWOR502 Lead and manage team effectiveness

CUAACD502 Create observational drawings

CUAACD503 Select and refine a specialised drawing technique

CUAACD505 Work with the human form in creative practice

CUAACD506 Refine 2-D design ideas and processes

CUAACD512 Work with photomedia in creative practice

CUAACD515 Manage specialised finishing processes

CUACMP511 Manage copyright arrangements

CUADIG401 Author interactive media

CUADIG402 Design user interfaces

CUADIG403 Create user interfaces

CUADIG502 Design digital applications

CUAIND401 Extend expertise in specialist creative field

CUAIND402 Provide freelance services

CUAIND502 Maintain and apply creative arts industry knowledge

CUAPOS402 Manage media assets

CUAPPR501 Realise a body of creative work

CUAPPR502 Develop own sustainable professional practice

CUAPPR504 Establish and maintain environmentally sustainable creative practice

CUAPPR505 Establish and maintain safe creative practice

CUAPRE401 Implement preventive conservation activities

CUAPRI501 Refine printmaking techniques

CUAPRI502 Investigate printmaking materials and processes

CHCDIV001 Work with diverse people

SIRRMER516 Style merchandise for photography

SITXICT401 Build and launch a small business website

Qualification Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUA50915 Diploma of Photography and Photo Imaging (Release 2)	CUA50915 Diploma of Photography and Photo Imaging (Release 1)	Unit codes updated.	Equivalent qualification

Links

Companion Volumes are available from VETNet - https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5