CUA50925 Diploma of Photography and Digital Imaging

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Modification History

Release	Comments
1	This qualification was first released in CUA Creative Arts and Culture Training Package Release 7.0.

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. The outcomes of this qualification apply to a range of industry contexts in commercial, domestic portrait, media, wedding, illustrative, institutional and art photography work environments, among others. These may be within organisations or of an independent nature.

The job roles that relate to this qualification may include Photographer, Compositor, and Digital Retoucher. It may also provide a pathway to other photography and photo imaging job roles.

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.

Licensing/Regulatory Information

Licensing, legislative, regulatory or certification considerations

Qualification

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

Units of competency in qualification

Some individual units of competency may have their own licensing, legislative, regulatory or certification requirements. Users must check individual units of competency for licensing, legislative, regulatory or certification requirements relevant to that unit.

Entry Requirements

Individuals must produce a folio of digital imaging work that demonstrates the application of technical skills and knowledge equivalent to Australian Qualifications Framework (AQF) level 4 or above.

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

Packaging Rules

Total number of units = 17

4 core units plus

13 elective units, of which:

- 6 units must be from Group A

- 3 units must be from Group B

- 2 must be from Groups A and/or B

- 2 may be from the remaining listed electives, or any currently endorsed training package qualification or accredited course.

Elective units must be relevant to the work environment and the qualification, maintain the overall integrity of the AQF alignment, not duplicate the outcome of another unit chosen for the qualification, and contribute to a valid industry-supported vocational outcome.

Core units

- CUAPHI523 Employ colour management in a digital imaging workplace

- CUAPHI531 Apply visual communication theory to photo imaging practice

- CUAPHI532 Research and apply photo imaging trends and emerging technologies

- CUAPHI533 Explore and apply photo lighting techniques

Elective units

Group A

- CUADIG415 Produce innovative digital images

- CUADIG518 Refine digital art techniques

- CUADIG519 Investigate technologies for the creation of digital art

- CUAPHI534 Employ specialised imaging technologies

- CUAPHI524 Prepare digital images for pre-press processing

- CUAPPR414 Develop self as artist

- CUAPPR513 Present a body of own creative work

- CUAPPR616 Extend expertise in a specialised art form to professional level

- CUAPHI316 Capture images using drone technology

- CUAPHI535 Produce commercial photo images

- CUAPHI536 Provide photographic portrait services

- CUAPHI537 Produce media photo images

- CUAPHI538 Provide wedding photo imaging services

- CUAPHI539 Plan and produce visual art photo images

- CUAPHI520 Produce technical photo images

- CUAPHI521 Make illustrative photo images for publication and display

- CUAPHI522 Plan and produce stock photo images

Group B

- BSBPMG430 Undertake project work

- BSBAUD514 Interpret compliance requirements

- BSBAUD515 Evaluate and review compliance

- BSBCRT413 Collaborate in creative processes

- BSBCRT512 Originate and develop concepts

- BSBTEC501 Develop and implement an e-commerce strategy

- BSBFIN501 Manage budgets and financial plans

- BSBHRM523 Coordinate the learning and development of teams and individuals

- BSBOPS502 Manage business operational plans

- BSBMKG541 Identify and evaluate marketing opportunities

- BSBMKG542 Establish and monitor the marketing mix

- BSBMKG546 Develop social media engagement plans

- BSBMKG547 Develop strategies to monetise digital engagement

- BSBMKG551 Create multiplatform advertisements for mass media

- BSBOPS504 Manage risk

- BSBESB402 Establish legal and risk management requirements of new business ventures

- BSBLDR414 Lead team effectiveness

- BSBESB406 Establish operational strategies and procedures for new business ventures

- BSBPRC402 Negotiate contracts

- BSBTWK401 Build and maintain business relationships

- BSBWHS521 Ensure a safe workplace for a work area

- BSBPEF501 Manage personal and professional development

- BSBTWK502 Manage team effectiveness

- BSBWHS512 Contribute to managing work-related psychological health and safety

- CUAACD532 Create observational drawings

- CUAACD533 Select and refine a specialised drawing technique

- CUAACD535 Work with the human form in creative practice

- CUAACD536 Refine 2-D design ideas and processes

- CUAACD522 Work with photomedia in creative practice

- CUAACD525 Manage specialised finishing processes

- CUACMP511 Manage copyright arrangements

- CUADES511 Implement design solutions

- CUADES512 Establish, negotiate and refine a design brief

- CUADIG401 Author interactive media

- CUADIG412 Design user interfaces

- CUADIG413 Create user interfaces

- CUADIG512 Design digital applications

- CUAFIM511 Source funding for projects

- CUAIND411 Extend expertise in specialist creative fields

- CUAIND412 Provide freelance services

- CUAIND512 Enhance professional practice using creative arts industry knowledge

- CUAMWB401 Develop and implement own self-care plan in the creative industries

- CUAMWB402 Manage feedback on creative practice

- CUAMWB403 Prepare to work with confronting material and processes in the creative industries

- CUAPOS412 Manage media assets

- CUAPPR408 Integrate disability access and inclusion

- CUAPPR511 Realise a body of creative work

- CUAPPR512 Develop sustainability of own professional practice

- CUAPPR514 Establish and maintain environmentally sustainable creative practice

- CUAPPR515 Establish and maintain safe creative practice

- CUAPRE401 Implement preventive conservation activities

- CUAPRI511 Refine printmaking techniques

- CUAPRI512 Investigate printmaking materials and processes

- CHCDIV001 Work with diverse people

- FNSORG501 Develop and manage a budget

- SIRRMER008 Plan and style merchandise photoshoots

        Service and Creative Skills Australia

Pre-requisite Requirements

There are no prerequisites requirements for this qualification

Qualification Mapping Information

Current Code and Title	Previous Code and Title	Comments	Equivalence
CUA50925 Diploma of Photography and Digital Imaging	CUA50920 Diploma of Photography and Digital Imaging	All deleted imported units have been removed.	Equivalent

Links

Companion volumes, including implementation guides, are found in TGA - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5