



Australian Government

CUAACD512 Work with photomedia in creative practice

Release: 1

CUAACD512 Work with photomedia in creative practice

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 2.0.

Application

This unit describes the skills and knowledge required to work with any type of photomedia professional creative practice.

It applies to individuals who work in many media and disciplines and use photomedia for the creative presentation or documentation of work, or to create parts or the whole of a finished work. It may include still images, film, video, music or interactive content. This unit does not address the specialised skills needed by photo imaging professionals.

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

Unit Sector

Visual communication – art, craft and design

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Explore the potential of photomedia in own work	1.1 Research the potential of photomedia in own work using appropriate sources of information 1.2 Consider intellectual property and other legislative requirements relevant to research and development of photomedia ideas 1.3 Examine traditional and contemporary ways photomedia is used 1.4 Identify appropriate digital, traditional or experimental tools and methods for the development of photomedia projects 1.5 Develop ideas for work using investigation, discussion and review

ELEMENT	PERFORMANCE CRITERIA
2. Experiment with photomedia	2.1 Use the basic technical features and capabilities of chosen tools effectively 2.2 Explore and experiment with particular features of specific tools, including the potential for combining them for particular purposes 2.3 Achieve different effects by extending the capabilities of digital, traditional or experimental photomedia tools 2.4 Refine ideas through a process of experimentation
3. Create and present finished photomedia work	3.1 Manipulate tools with increasing skill and confidence to fulfil work objectives 3.2 Critically assess technical and conceptual aspects of the work during the development process 3.3 Complete technical requirements for integration of photomedia with other media 3.4 Finalise images and files using appropriate protocols 3.5 Apply safe work practices for chosen photomedia tools and equipment
4. Evaluate work	4.1 Review work in progress from personal, professional and artistic perspectives 4.2 Identify and respond to opportunities for refinement and review 4.3 Evaluate the work process in terms of its efficiency 4.4 Evaluate finished work in terms of its consistency with the project concept, technical resolution and suitability for the intended purpose

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 1.2, 1.3, 1.4, 1.5	Interprets and evaluates visual and textual material to identify concepts, techniques, processes and compliance requirements
Writing	1.1, 1.2	Records facts information and ideas related to the creative, technical and compliance outcomes of own

		work
Oral Communication	1.5	Initiates and participates in exchanges with relevant people to elicit useful information
Navigate the world of work	1.2, 3.5	Considers the implication of intellectual property requirements when planning and researching ideas, taking responsibility for incorporating safe work practices in the use of tools and equipment
Interact with others	1.5	Seeks and shares information and ideas in collaborative relationships with other practitioners to inform own work
Get the work done	1.3, 1.4, 1.5, 2.1–2.4, 3.1–3.4, 4.1–4.4	- Uses research, experimentation with tools and techniques, and approaches used by others, to develop and refine own ideas - Analyses creative objectives and technical processes and requirements to decide on suitable photomedia tools and techniques - Critically evaluates the effectiveness of creative and technical decisions during production and recognises and implements improvements

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAACD512 Work with photomedia in creative practice	CUVACD512A Work with photomedia in creative practice	Updated to meet Standards for Training Packages and clarify intent. Minor edits to performance criteria.	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>

Assessment Requirements for CUAACD512 Work with photomedia in creative practice

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Performance Evidence

Evidence of the ability to:

- use research and analysis of traditional and contemporary photomedia practice to inform own work
- investigate and test performance of photomedia tools to refine ideas
- produce a coherent body of photomedia work using well-developed conceptual and technical skills
- apply safe work practices for the technologies being used
- assess the success of finished work to meet creative and technical project objectives.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- discuss the range of traditional, current and emerging options for the use of photomedia in creative practice
- describe traditional and contemporary issues that inform the use of photomedia in creative practice
- identify intellectual property issues and legislation that affect the use of photomedia
- detail the workplace health and safety requirements for working with photomedia.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in creative arts industry environments. The assessment environment must include access to:

- information sources
- a range of photomedia technologies as required by the creative work.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational educational and training legislation, frameworks and/or standards.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>