



Australian Government

CUADIG405 Produce innovative digital images

Release: 1

CUADIG405 Produce innovative digital images

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 experiment with digital imaging techniques and ideas to develop an individual style or voice.

It applies to individuals who produce digital art images for electronic media or physical/online display in art publications and galleries.

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

Unit Sector

Visual communication – digital content and imaging

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. Experiment with digital imaging techniques and media	1.1 Evaluate the potential for new approaches to digital imaging based on capabilities of known techniques 1.2 Adapt or introduce new tools, equipment and materials to achieve different effects 1.3 Experiment and extend the capabilities of digital imaging techniques 1.4 Use tools, equipment, materials and techniques safely and sustainably
2. Develop ideas for digital imaging	2.1 Discuss creative and other goals for digital image works 2.2 Research, adapt and use relevant ideas and approaches of other practitioners with consideration of intellectual property rights

ELEMENT	PERFORMANCE CRITERIA
	2.3 Consider the potential of different digital imaging techniques when developing initial concepts 2.4 Refine and confirm concept based on experimentation, research and collaboration with others
3. Organise digital imaging resources	3.1 Assess specific resource requirements for development and presentation of works 3.2 Research and access potential sources of supply for digital imaging resources 3.3 Evaluate cost and other constraints that impact on the development and presentation of works 3.4 Set up or coordinate resources according to safety and other workplace requirements
4. Realise finished digital images	4.1 Use safe and sustainable practices throughout the production of work 4.2 Create digital images using techniques and media selected through research and experimentation 4.3 Review and refine ideas and approaches to complete the works 4.4 Finalise images in a format suitable for presentation and archive files according to industry standards 4.5 Document and record the development of the work and the research and ideas that informed it
5. Evaluate digital imaging work	5.1 Reflect on own work in terms of conceptual development and technical execution to identify areas for improvement 5.2 Discuss completed work and use feedback to improve future works

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	2.2, 3.2, 3.4	Interprets and analyses a range of visual and textual information for application to job requirements

Writing	2.2, 3.3, 4.5	• Make notes of research findings and calculations using simple language for own reference • Produces logically structured information and visual material to convey research outcomes, conceptual development and production processes
Oral Communication	2.1, 2.4, 5.2	• Uses clear and relevant language to discuss concepts and techniques with others and seek feedback on work outcomes • Uses questioning and active listening techniques to clarify information, and confirm understanding
Numeracy	3.3	• Estimates potential costs to assess their effect on project outcomes
Navigate the world of work	1.4, 2.2, 3.4 4.1, 4.4, 5.1, 5.2	• Takes personal responsibility for adherence to safety, sustainability and intellectual property requirements and industry standards when planning and undertaking digital imaging work • Reflects on own performance incorporating feedback to identify improvement opportunities
Interact with others	2.1, 2.4, 5.2	• Participates in collaborative relationships with others to discuss own ideas and work directions, elicit feedback on completed work and identify improvement opportunities
Get the work done	1.1-1.3, 2.3, 2.4, 3.1-3.4, 4.1-4.4, 5.2	• Recognises potential of new approaches to enhance digital work practice and outcomes and invests some time looking for new opportunities, drawing on new methods to achieve different effects, self-directed experimentation with techniques, and analysis of the concepts and methods of other practitioners • Uses acquired technical knowledge and experience of digital image production to inform analytical decisions about the selection and extended use of resources, techniques and concepts to produce enhanced, original digital images • Implements safe, sustainable practices in set up and production of work and finalises image management to industry standards • Evaluates the effectiveness of creative and technical decisions to meet creative and technical goals • Uses feedback to inform improvement in future work

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUADIG405 Produce innovative digital images	CUVDIG401A Experiment with techniques to enhance digital images	Updated to meet Standards for Training Packages and clarify intent. Title changed. Minor edits to elements and 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 CUADIG405 Produce innovative digital images

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Performance Evidence

Evidence of the ability to:

- produce innovative digital images to engage viewers based on thorough research and experimentation of digital image techniques and media
- organise displays to present the creative works in best light
- document the creative process to record the discovery of ideas and techniques that may contribute to an individual style
- review own skills, performance and creative work for improvement

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:

- explain the role of experimentation in developing and refining ideas for digital imaging and how this relates to the development of an individual style or voice
- explain ways to adapt, extend and combine the capabilities of a wide range of digital imaging technologies and techniques
- identify characteristics of different materials under different treatments and the potential of these characteristics to achieve different effects in work
- identify research methodologies used by creative practitioners
- explain how the works of other practitioners may be used to inform individual practice
- outline intellectual property issues and laws to be considered by independent arts practitioners
- describe practices and procedures for working safely and sustainably with materials, tools and equipment in a digital imaging work space.

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:

- tools, equipment and materials required for producing video art
- relevant information sources.

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

Links

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