



Australian Government

CUADIG415 Produce innovative digital images

Release: 1

CUADIG415 Produce innovative digital images

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 5.0.

Application

This unit describes the skills and knowledge required to experiment with digital imaging techniques and ideas to develop an individual style or voice.

The unit applies to those who produce digital images for electronic media or physical/online display in art publications and galleries. They organise and finalise these digital images, evaluating their work and making required changes.

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. Develop ideas for digital imaging	1.1 Discuss goals for digital image works and confirm project requirements with required personnel 1.2 Evaluate new approaches to digital imaging based on capabilities of known techniques 1.3 Adapt or introduce new tools, equipment and materials and identify different effects 1.4 Research and adapt ideas and approaches of other practitioners if required, identifying intellectual property rights issues 1.5 Select digital imaging techniques that meet project requirements 1.6 Refine and confirm concept based on research and collaboration with required personnel
2. Organise digital	2.1 Research specific resource requirements and supply options for

ELEMENT	PERFORMANCE CRITERIA
imaging resources	development and presentation of digital imaging works 2.2 Assess cost and other constraints that impact development and presentation of works 2.3 Set up and coordinate resources according to safety and different workplace requirements
3. Realise finished digital images	3.1 Create digital images using techniques and media selected according to work requirements 3.2 Review and refine ideas and complete work according to work requirements 3.3 Finalise images in format suitable for presentation and archive files 3.4 Document and record development of work and research and ideas that informed it
4. Evaluate digital imaging work	4.1 Reflect on own work and identify areas for improvement 4.2 Discuss completed work with required personnel and seek feedback

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Numeracy	Estimates potential costs to assess effect on project outcomes
Oral communication	Clarifies information and confirms understanding using questioning and active listening
Writing	- Makes notes of research findings and calculations using simple language for own reference - Conveys research outcomes, conceptual development and production processes using logically structured information and visual material
Initiative and enterprise	- Seeks new opportunities and draws on new methods to achieve different effects - Self-directs experimentation with techniques, and analyses concepts and methods of other practitioners - Evaluates effectiveness of technical decisions according to production requirements
Self-management	Takes personal responsibility for adherence to safety, sustainability, intellectual property requirements and industry standards

SKILL	DESCRIPTION
Teamwork	• Discusses own ideas and work directions and elicits feedback on completed work • Identifies improvement opportunities in collaboration with required personnel

Unit Mapping Information

Supersedes and is equivalent to CUADIG405 Produce innovative digital images.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for CUADIG415 Produce innovative digital images

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 5.0.

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- produce at least three innovative digital images based on different project requirements.

In the course of the above, the candidate must:

- ensure digital images engage viewers according to industry standard criteria
- organise displays and present works in an applicable format
- document production process to record discovery of ideas and techniques that may contribute to an individual style
- review own skills, performance and work for improvement, taking into account:
 - conceptual development; and
 - technical feasibility
- use safe and sustainable practices throughout production of work.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- role of research in developing and refining ideas for digital imaging and how this relates to the development of an individual style or voice
- ways to utilise capabilities of different digital imaging technologies and techniques
- characteristics of different materials under different treatments and the potential of these characteristics to achieve different effects in work
- research methodologies used by creative practitioners
- techniques for using works of other practitioners to inform individual practice
- intellectual property issues and laws to be considered by independent arts practitioners
- practices and procedures for working safely and sustainably with materials, tools and equipment in a digital imaging work space
- common delivery formats used to present digital images

- industry standard filing requirements
- industry standard criteria for measuring digital image engagement
- different digital imaging techniques.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- tools, equipment and materials required for producing digital images
- ideas and approaches of other practitioners
- different information sources relevant to producing innovative digital images.

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 Guide is found on VETNet -

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