



Australian Government

CUAPHI301 Develop and apply photo imaging industry knowledge

Release: 1

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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 maintain currency and apply up-to-date information on the photo imaging industry, including the industry structure and operation, employment obligations and impact of new technology.

It applies to individuals who work in commercial contexts such as photographic studios or photo printing and processing businesses, but could also be relevant to those who produce photographic works for exhibition.

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

Unit Sector

Visual communication – photo 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. Source and apply industry information	1.1 Seek information on structure and operation of photo imaging industry using appropriate sources 1.2 Seek information on new technologies affecting photo imaging industry using credible sources 1.3 Seek information on ethical, legal, and safe work practices as they apply to photographic industry 1.4 Seek information on business practices as practised in photo imaging industry using credible sources 1.5 Apply information in day-to-day work activities to assist and

ELEMENT	PERFORMANCE CRITERIA
	improve quality of work performance
2. Update and maintain industry knowledge	2.1 Identify and use opportunities to update knowledge of photo imaging industry 2.2 Monitor current issues relevant to industry 2.3 Share updated knowledge with key others as appropriate and incorporate into day-to-day work activities 2.4 Establish and maintain contacts in photo imaging industry

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	1.1-1.5, 2.1, 2.2	Interprets straightforward textual information from relevant sources to identify useful information
Writing	2.3, 2.4	Composes text using appropriate vocabulary and relevant industry terminology to request and provide information to others
Oral Communication	2.3, 2.4	- Uses simple and relevant language to seek and share information with others - Uses listening and questioning to confirm understanding
Navigate the world of work	1.3, 2.1	- Takes some personal responsibility for the application of legal, ethical and safety practices when performing routine daily tasks - Updates and maintains industry knowledge to improve work performance
Interact with others	2.3, 2.4	Follows accepted communication practices and procedures to share information with colleagues and make connections with people in the industry
Get the work done	1.5, 2.1, 2.2, 2.4	- Makes basic decisions about selection of information sources and identification of relevant information for application to familiar tasks - Uses simple organisational techniques to develop and maintain industry contacts and industry knowledge

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAPHI301 Develop and apply photo imaging industry knowledge	CUVPHI301A Develop and apply photo imaging industry knowledge	Updated to meet Standards for Training Packages. 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 CUAPHI301 Develop and apply photo imaging industry knowledge

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Performance Evidence

Evidence of the ability to:

- source information on the photo imaging industry using credible sources and apply information to daily work activities
- use opportunities to update knowledge and contacts in the photo imaging industry.

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:

- outline different sectors of the photo imaging industry, key work areas within the industry, how they interrelate and key roles and responsibilities
- describe the rights and responsibilities of employers and employees in the photo imaging industry
- identify current and emerging technologies used in the photo imaging industry
- summarise protocols and ethics as they apply to key work areas within the industry
- identify sources of information on the photo imaging industry and ways of maintaining current industry knowledge
- identify the key work health and safety requirements as they apply to working in the photo imaging industry.

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:

- sources of information on industry structure, business practices, technologies, and ethical, legal and copyright requirements.

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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