



**Australian Government**

# **CUAPHI311 Develop and apply photo imaging industry knowledge**

**Release: 1**

# CUAPHI311 Develop and apply photo imaging industry knowledge

## 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 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 involves seeking out credible information, applying gathered information and updating industry knowledge where required.

The unit applies to those who work in commercial contexts, such as photographic studios or photo printing and processing businesses but could also be applied 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 industry information                   | 1.1 Seek information on structure and operation of photo imaging industry using credible sources<br>1.2 Seek information on new technologies affecting photo imaging industry using credible sources<br>1.3 Seek information on ethical, legal, and safe work practices that apply to photographic industry<br>1.4 Seek information on business practices in photo imaging industry using credible sources |

| ELEMENT                       | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                    |
|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2. Apply industry information | 2.1 Collate and systematically organise information collected<br>2.2 Discuss and share information about key issues affecting the photo imaging industry with others<br>2.3 Assist and improve the quality of work performance through the application of gathered credible information |
| 3. Update industry knowledge  | 3.1 Identify and use opportunities to update knowledge of photo imaging industry<br>3.2 Monitor current issues affecting photo imaging industry<br>3.3 Establish and maintain contacts in photo imaging industry                                                                        |

## 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                                                                                                                                                                                                                                                                          |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Reading                 | <ul style="list-style-type: none"><li>Interprets straightforward textual information from credible sources</li></ul>                                                                                                                                                                 |
| Writing                 | <ul style="list-style-type: none"><li>Composes text using relevant industry terminology when requesting and providing information</li></ul>                                                                                                                                          |
| Oral Communication      | <ul style="list-style-type: none"><li>Uses simple and required language when seeking and sharing information with others</li><li>Follows required communication practices and procedures when sharing information and connecting with people in the photo imaging industry</li></ul> |
| Self-management         | <ul style="list-style-type: none"><li>Takes personal responsibility for the application of legal, ethical and safety practices when performing routine daily tasks</li></ul>                                                                                                         |
| Teamwork                | <ul style="list-style-type: none"><li>Works collaboratively with required personnel ensuring procedures are implemented</li></ul>                                                                                                                                                    |
| Planning and organising | <ul style="list-style-type: none"><li>Selects information sources that are credible and useful for application to photo imaging tasks</li><li>Uses simple organisational techniques when developing and maintaining industry contacts and industry knowledge</li></ul>               |

## Unit Mapping Information

Supersedes and is equivalent to CUAPHI301 Develop and apply photo imaging industry knowledge.

## 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 CUAPHI311 Develop and apply photo imaging industry knowledge

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## 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:

- source key industry information from three different credible sources and identify its application to daily work activities.

In the of the course above, the candidate must:

- gather, interpret and conduct a discussion with others on issues affecting the photo imaging industry, including:
  - trends
  - work opportunities
  - employment conditions
  - industry procedures and protocols
- collate, organise and store key information in an appropriate format.

## 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:

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

## 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:

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

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

## Links

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