



Australian Government

CUAPHI401 Capture images in response to a brief

Release: 1

CUAPHI401 Capture images in response to a brief

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 plan and organise a camera shoot using professional equipment and a range of image capture techniques.

It applies to individuals who produce photographs for print or electronic media and for a range of contexts including weddings, special events, portraits, forensics, art photography and specialist publications.

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. Plan for camera shoots	1.1 Interpret specifications of brief 1.2 Identify and clarify with client any issues in relation to specifications, parameters and constraints in brief 1.3 Source and evaluate additional information pertinent to brief if required
2. Prepare for camera shoots	2.1 Select camera systems and accessories and lighting appropriate to purpose of shoot 2.2 Organise personnel, location and other requirements for photo shoots 2.3 Plan shoots confirming that health and safety and other relevant

ELEMENT	PERFORMANCE CRITERIA
	legal requirements are met 2.4 Set up cameras, lighting, accessories and props to meet production and safety requirements
3. Capture images	3.1 Adjust and calibrate settings for camera exposure and subject lighting consistent with image capture requirements 3.2 Capture images, taking into account the time-specific nature of action or movement of subjects 3.3 Review image capture process and techniques to ensure that requirements of brief are being met 3.4 Discuss work in progress with relevant personnel and modify approach as required 3.5 Complete work documentation as required 3.6 Complete image capture work within agreed timelines
4. Complete post-shoot activities	4.1 Dismantle work area after use and return to original condition 4.2 Clean and care for equipment according to manufacturer instructions 4.3 Report damage to equipment to relevant personnel according to enterprise procedures 4.4 Transport and store equipment according to workplace procedures

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, 1.3, 2.3, 4.2, 4.4	Interprets project briefs, safety requirements and other legal considerations, instructions and workplace procedures to inform concept development and workplace practices
Writing	3.5, 4.3	Uses clear language and industry-related terminology to document work progress and report equipment damage
Oral	1.2, 3.4, 4.3	Participates in detailed discussions with others to

Communication		clarify creative and technical requirements and provide relevant information • Uses questioning and active listening techniques to elicit other viewpoints and confirm understanding
Numeracy	3.1	• Makes quick, on-the-job calculations to adjust camera settings
Navigate the world of work	2.3, 2.4, 4.1, 4.4	• Monitors adherence to workplace health and safety and other legal requirements and responsibilities for self and others when planning and undertaking work • Meets workplace expectations in conduct and conclusion of shoot activities
Interact with others	1.2, 3.4	• Selects and follows accepted communication practices and procedures to clarify project requirements, discuss work progress, and seek and accept feedback
Get the work done	2.1, 2.2-2.4, 3.3, 3.6, 4.1, 4.2, 4.4	• Takes responsibility for planning and organising own workload and some aspects of the work of others • Analyses requirements for photographic shoots to select appropriate equipment, techniques and other resources, incorporating safety aspects into planning and execution • Evaluates the effectiveness of decisions about processes, techniques and outcomes to meet the brief with input from others • Uses the features of digital tools and processes to perform work tasks • Finalises image capture to deadlines • Initiates standard procedures for work space clean up, equipment care, transport and storage

Range of Conditions

This section specifies different work environments and conditions that may affect performance. Essential operating conditions that may be present (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) are included.

Camera systems and accessories must include:	• 20mm camera formats • 35mm SLR cameras • appropriate accessories for the above • digital cameras.
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAPHI401 Capture images in response to a brief	CUVPHI401A Capture images in response to a brief	Updated to meet Standards for Training Packages. 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 CUAPHI401 Capture images in response to a brief

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Performance Evidence

Evidence of the ability to:

- interpret briefs for image capture work
- apply a range of image capture techniques
- use professional cameras and accessories to capture photo images according to the requirements of a brief
- organise a camera shoot from set up to pack up.

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:

- identify a range of professional camera systems and accessories, and explain their operations and functions
- describe image capture techniques for different purposes
- outline the capabilities of the range of camera exposure systems
- explain the use of lighting to create various effects in photographic image capture
- outline the styles and types of photographs or images that are required for different industry sectors
- identify work space requirements for photo image capture work, including selection and set up of work space for particular types of photo image capture
- outline issues that may arise in the context of photographic shoots, and how to deal with these
- summarise work health and safety and other legal requirements that may apply to photo imaging shoots.

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:

- professional cameras and accessories
- photographic materials
- suitable workspace.

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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