



Australian Government

CUAPHI501 Apply visual communication theory to photo imaging practice

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 produce creative and innovative photo images based on visual communication theory.

It applies to individuals who research and evaluate visual communication theory and use it to inform their practice.

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. Research role of photo imaging in visual communication	1.1 Research historical and contemporary role of photo images in visual communication using relevant information sources 1.2 Investigate theories and commentators on conceptualisation, production and use of photo image 1.3 Investigate use of photo images in various modes and media, and evaluate meaning of photo image in context of its use 1.4 Critique, using visual communication theory, a range of photo images and themes
2. Use visual communication in photo	2.1 Determine intent of visual communication and target audience for photo images

ELEMENT	PERFORMANCE CRITERIA
imaging practice	2.2 Apply photo image themes and selected aspects of visual communication theory to production of photo images 2.3 Present photo images using range of visual communication modes and media
3. Evaluate visual communication in photo imaging practice	3.1 Evaluate effectiveness of visual communication in production of photo images to engage target audience 3.2 Evaluate how applying visual communication theories to photo images impacts on own creative practice, equipment needs and work opportunities

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	Interprets an extensive range of visual and textual information to develop and enhance understanding, and inform new ideas and approaches to photo imaging practice
Navigate the world of work	3.2	Uses the outcomes from self-directed, independent research to enhance creative practice and identify new professional opportunities
Get the work done	1.1-1.4, 2.1-2.3, 3.1, 3.2	- Uses systematic planning processes to develop conceptual insights, expand knowledge and draw conclusions about the influences of visual communication theory on photo imaging practice - Makes decisions about photo images by evaluating information and selecting from a range of visual communication modes and media - Evaluates the success of conceptual and production decisions in photo imaging work to meet goals

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAPHI501 Apply visual communication theory to photo imaging practice	CUVPHI516A Research the role and use of the photo image in visual communication	Updated to meet Standards for Training Packages. Title change. 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 CUAPHI501 Apply visual communication theory to photo imaging practice

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Performance Evidence

Evidence of the ability to:

- research visual communication theories to establish their role in the production of photo images
- create a body of photo images that apply visual communication in various modes to engage a target audience
- evaluate own work for its visual communication impact .

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 research techniques relevant to the creative practitioner
- describe a range of contexts in which the photo images are used for visual communication
- identify the common modes of visual communication and describe the essential features that impact on photo image production
- describe common themes used in photo imaging and explain how visual communication is used in their conceptualisation and production
- summarise the key commentators and theories on the connection between visual communication and the photo image.

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 historical and contemporary photo imaging practice
- sources of information on theories of visual communication.

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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