



Australian Government

CUAPHI502 Research and apply photo imaging trends

Release: 1

CUAPHI502 Research and apply photo imaging trends

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 investigate photo imaging trends and emerging technologies and assess their creative and commercial applications.

It applies to self-directed creative practitioners who use knowledge of emerging trends to evaluate, plan and implement changes to their workflows, products and technology.

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. Investigate trends and emerging technologies in photo imaging industry	1.1 Identify trends and emerging technologies that impact on photo imaging using credible and current sources of information 1.2 Evaluate implications of trends and emerging technologies on photo imaging 1.3 Document details of sources of information, and trends and technologies identified
2. Assess creative and commercial opportunities in industry trends	2.1 Use critical thinking techniques to identify creative and commercial opportunities that arise from research 2.2 Clarify business objectives associated with the identified opportunities 2.3 Identify entrepreneurial attitudes and strategies required to

ELEMENT	PERFORMANCE CRITERIA
	develop identified opportunities 2.4 Assess feasibility, commercial viability and risks of pursuing the identified opportunities 2.5 Develop a plan to realise the identified opportunities
3. Review business and creative impact of opportunities	3.1 Implement plan for identified creative and commercial opportunities 3.2 Review outcomes against business objectives 3.3 Develop systems and strategies to identify and respond to future creative and commercial 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, 1.2, 3.2	- Interprets an extensive range of information from reliable sources to analyse and apply content to new directions of own practice - Critically evaluates information sources for scope and reliability - Reviews business goals and strategies in plans and critically compares them with the outcomes of identified and realised creative and commercial opportunities
Writing	1.3, 2.5, 3.3	Documents detailed research outcomes and develops logically structured and detailed plans that convey goals and strategies, selecting structure, format and language to suit own use
Numeracy	2.4, 2.5	Performs calculations and costings to assess the financial viability and risks of new opportunities in own practice
Get the work done	1.1, 1.2, 2.1-2.4, 3.1-3.3	- Plans, organises and undertakes tasks required to identify the influence of industry trends and developing technologies on own practice - Makes informed decisions about commercial and creative opportunities by analysing feasibility, risk and viability

		• Develops and implements plans to action commercial and creative opportunities within own practice • Evaluates outcomes of decisions and organises methods and approaches to act on future opportunities
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAPHI502 Research and apply photo imaging trends	CUVPHI517A Research and exploit photo imaging trends	Updated to meet Standards for Training Packages. Revised title. 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 CUAPHI502 Research and apply photo imaging trends

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Performance Evidence

Evidence of the ability to:

- research and document trends and new technologies in photo imaging products and processes
- analyse own creative and business practice and the impact of incorporating new trends and technologies
- produce and implement a plan to take advantage of creative and commercial opportunities
- evaluate implementation and develop strategies to keep up to date with, and respond to, new trends and technologies.

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 sources of information for trends and emerging technologies impacting on the photo imaging industry
- outline entrepreneurial attitudes and strategies to commercialise trends in photo imaging
- describe factors to be considered when evaluating commercial risk and commercial viability of opportunities.

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 trends and emerging technologies within the photo imaging industry.

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

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