



Australian Government

CUAPHI505 Produce commercial photo images

Release: 1

CUAPHI505 Produce commercial photo images

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 commercial photo images, liaising with clients, art directors and associated professionals.

It applies to individuals who respond to open or closed briefs to create photo images in areas including advertising, architecture, industrial, corporate, fashion and food.

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. Establish contract for shoot	1.1 Evaluate requirements of commercial photo imaging brief with client, including timelines 1.2 Research styles and conceptual and aesthetic approaches used in similar commercial photo imaging shoots 1.3 Clarify sample layouts and other visual references with relevant personnel 1.4 Prepare job, usage estimates and creative fee for meeting brief 1.5 Discuss and confirm with client shoot responsibilities and resource requirements 1.6 Prepare terms, conditions, budget and quotation for shoot, and check against initial estimate 1.7 Make agreement and complete contract with client or

ELEMENT	PERFORMANCE CRITERIA
	commissioning agent, where applicable
2. Prepare for shoot	2.1 Confirm professional practice arrangements are met, including insurances, releases, intellectual property, privacy and other relevant legal requirements 2.2 Investigate and address relevant media codes of practice and site specific work health and safety, licence and permit requirements 2.3 Evaluate shoot requirements and make test shots to refine technical and conceptual approach 2.4 Develop shoot management timelines, brief relevant personnel and prepare equipment 2.5 Liaise with necessary people to arrange access to locations, models and other subjects
3. Shoot and produce images	3.1 Capture in-production images to meet style, content and specifications agreed in brief 3.2 Seek approval from client or commissioning agent for any changes during shoot that may lead to cost variances 3.3 Collaborate with production team, generate proof images and seek feedback from client and art director on shoot progress and image selection 3.4 Optimise images and output creative product to agreed client specifications using industry standards 3.5 Prepare work for electronic or physical dispatch and presentation or publication according to brief 3.6 Prepare invoice or account and deliver with completed images or creative product to client
4. Wrap up and review shoot	4.1 Check and reinstate equipment, shoot site and props to original condition 4.2 Review client feedback and evaluate personal performance in shoot context 4.3 Catalogue and archive photo images according to industry standards 4.4 Maintain contractual and financial records for business and taxation purposes 4.5 Update work samples of commercial photo imaging services for self-promotion purposes 4.6 Identify future opportunities, work directions, equipment needs and workflow changes resulting from shoot

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, 1.6, 2.1, 2.2, 3.4	Interprets and evaluates extensive visual and textual information of varying complexity and purpose to inform work requirements
Writing	1.4, 1.6, 1.7, 2.1, 2.4, 2.5, 3.2, 3.6	Prepares detailed agreements, contracts and releases, compliance documents, shoot schedules, invoices and correspondence using industry recognised structure, formats, language and terminology
Oral Communication	1.1, 1.3, 1.5, 1.7, 2.4, 2.5, 3.2, 3.3	- Initiates discussions with a range of stakeholders to convey detailed information and requirements, seek agreement and feedback, and determine further action using appropriate language and non-verbal features for different contexts - Uses active listening and questioning techniques to clarify information and confirm understanding
Numeracy	1.4, 1.6, 3.2, 3.6	Performs accurate calculations to analyse costs and prepare a budget, identify variances and prepare quotes and invoices
Navigate the world of work	2.1, 2.2, 3.4, 4.3-4.6	- Meets workplace expectations in the preparation and conduct of commercial shoots in compliance with codes of practice, standards, safety requirements and responsibilities, and other relevant legislation - Uses systematic processes to identify and store images, and maintain financial and contractual records and promotional work samples - Assesses shoot outcomes to identify the practical aspects of potential changes in own practice
Interact with others	1.1, 1.3, 1.5, 1.7, 2.4, 2.5, 3.2, 3.3	- Identifies and uses appropriate communication methods and practices to participate in discussions and negotiate agreement with clients, colleagues and other project stakeholders - Collaborates with the creative team to ensure image quality meets requirements, incorporating feedback from client
Get the work	2.2-2.5, 3.1, 3.3-3.6,	Uses systematic planning and processes in complex situations to prepare resources, schedules, compliance

done	4.1, 4.2, 4.4-4.6	and location requirements, test images and manage required communication for commercial shoots - Assesses test images for consistency with requirements - Monitors work progress and quality to select images for enhancement and manages product output to industry standards and client specifications - Initiates established procedures and wrap up practices to restore work area, manage records and update work samples - Reviews shoot outcomes and feedback to evaluate own performance, identify future opportunities and establish the follow-on changes required in work practice
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAPHI505 Produce commercial photo images	CUVPHI521A Produce commercial photo images	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 CUAPHI505 Produce commercial photo images

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Performance Evidence

Evidence of the ability to:

- interpret a brief and confirm requirements with client and other relevant personnel
- arrange agreements, contracts, licences, permits and invoices following standard business practices
- devise a shoot schedule and organise photo imaging equipment, subjects and locations to shoot commercial photo images according to legal requirements
- apply imaging skills to capture and optimise commercial photo images, in collaboration with others
- process, catalogue and archive photo images in accordance with industry standards
- package photo images for promotional purposes
- evaluate own performance and creative products for future improvement.

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:

- describe styles and conceptual and aesthetic approaches as they apply to commercial photo images in a range of contexts
- describe the features and capabilities of commercial photo imaging capture technologies
- explain techniques to proof, optimise and process commercial photo images
- outline work health and safety requirements when using commercial photo imaging equipment in various interior and exterior locations
- describe key business and taxation practices associated with a commercial photo imaging practice
- describe professional practice arrangements and codes of practice applicable to a commercial photographer.

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:

- photo imaging capture and production equipment
- locations and studios for commercial photo imaging shoots.

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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