



Australian Government

CUAPHI506 Provide photographic portrait services

Release: 1

CUAPHI506 Provide photographic portrait services

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 portrait images for personal, family or corporate collections.

It applies to individuals who document and produce professional portrait images in key moments, moods and events based around individuals, families and gatherings. People in this role may be responsible for supervising others.

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 portrait photo imaging services	1.1 Research styles and conceptual and aesthetic approaches to photographic portraits 1.2 Develop studio style for intended target audience 1.3 Create work samples representative of studio style for marketing and promotional purposes 1.4 Prepare pricing schedule, order forms, terms of trade and contracts 1.5 Establish professional practice arrangements including insurances, releases, intellectual property, privacy and other relevant legal requirements and codes of practice 1.6 Promote and market portrait photo imaging services

ELEMENT	PERFORMANCE CRITERIA
2. Prepare for shoot	2.1 Discuss and confirm with client creative aspects of shoot, product formats and pricing 2.2 Assess shoot requirements and take test shots to refine approach 2.3 Develop shoot management timelines, prepare equipment and confirm production team support where necessary 2.4 Confirm with necessary parties access to locations and subjects
3. Shoot and produce images	3.1 Interact with client to capture photo images to agreed style, content and specifications 3.2 Generate proof images and seek feedback from client on shoot progress and image selection 3.3 Optimise images to agreed client specifications using industry standards 3.4 Output optimised images or integrated presentation products to client specifications using agreed service suppliers 3.5 Prepare invoice and deliver with completed creative product to client
4. Wrap up and review shoot	4.1 Check and reinstate equipment and shoot site to original condition 4.2 Review client feedback and evaluate personal performance in shoot context 4.3 Catalogue and archive optimised images or integrated presentation products according to industry standards 4.4 Maintain contractual and financial records for business and taxation purposes 4.5 Update work samples of domestic 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	Description
-------	-------------	-------------

	Criteria	
Reading	1.1, 1.5, 3.3	Interprets and evaluates extensive visual and textual information of varying complexity and purpose to inform work requirements
Writing	1.4-1.6, 2.3, 2.4, 3.5	- Prepares detailed business practice and compliance documents, including contracts, invoices and necessary correspondence, using industry recognised structure, formats, language and terminology - Composes and edits text to suit promotional purposes - Prepares shoot schedules
Oral Communication	1.6, 2.1, 2.3, 2.4, 3.1, 3.2	- Participates in discussions with clients to gather and convey information and determine requirements using appropriate tone, language and non-verbal features - Uses persuasive language to promote services to others and conduct photography shoots - Uses active listening and questioning techniques to seek agreement and feedback
Numeracy	1.4, 3.5	Performs accurate calculations to analyse service costs and prepare quotes and invoices
Navigate the world of work	1.5, 3.3, 4.3-4.6	- Meets workplace expectations for preparation and conduct of portrait services in compliance with codes of practice, business practice, privacy and intellectual property requirements 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	1.6, 2.1, 2.3, 2.4, 3.1, 3.2	- Identifies and uses appropriate communication methods and practices to participate in discussions and negotiate agreement with clients and other project stakeholders - Seeks feedback from clients to confirm work progress meets their requirements - Develops and implements communications strategies to build rapport to engage clients and others in effective relationships
Get the work done	1.2, 1.3, 1.6, 2.2-2.4, 3.1, 3.3-3.5, 4.1, 4.2, 4.5, 4.6	- Uses intuitive and analytical thinking and aesthetic and technical judgements to develop a signature style for own business, produce samples and conduct own promotion - Uses systematic planning and processes to prepare resources, schedules and location requirements and manage required communication for portrait shoots

		- Assesses shoot requirements and produces test images to determine consistency with requirements and identify refinements - Monitors work progress and quality with client input 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
--	--	---

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAPHI506 Provide photographic portrait services	CUVPHI522A Provide domestic portrait services	Updated to meet Standards for Training Packages and clarify intent. Title changed. 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 CUAPHI506 Provide photographic portrait services

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 2.0.

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 portrait photo images according to legal requirements
- apply imaging skills to capture and optimise portrait 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 portrait photo images in a range of contexts
- describe the features and capabilities of portrait photo imaging capture technologies
- explain techniques to proof, optimise and process portrait photo images
- describe key business and taxation practices associated with a portrait photo imaging practice
- describe professional practice arrangements and codes of practice applicable to a portrait 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 for photographic portrait shoots.

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

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>