



Australian Government

CUAPHI507 Produce media photo images

Release: 1

CUAPHI507 Produce media 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 photo images for media services.

It applies to individuals who interpret editorial team assignments, work with journalists and liaise with public safety services and the general public. They usually work unsupervised and may also work with journalists and a range of creative personnel.

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 media assignment	1.1 Meet with editor, team or journalist to define or refine shoot requirements, objectives and deadlines 1.2 Evaluate intended use, style and theme of media assignment and confirm publication platform with relevant personnel 1.3 Research styles and conceptual and aesthetic approaches to similar subject material
2. Prepare for shoot	2.1 Review shoot requirements against assignment objectives 2.2 Confirm professional practice arrangements are met, including insurances, releases, licences, permits, intellectual property, privacy and other relevant legal requirements

ELEMENT	PERFORMANCE CRITERIA
	2.3 Investigate and address media codes of practice and work health and safety requirements specific to assignment 2.4 Develop shoot management timelines, liaise with relevant personnel and prepare equipment 2.5 Liaise with necessary people to arrange access to locations and other subjects
3. Shoot and produce images	3.1 Capture images within shoot context safely and ethically, and record necessary detail for captions 3.2 Optimise images and complete caption details to meet necessary specifications using media industry standards 3.3 Output and transmit photo images as required
4. Wrap up and review shoot	4.1 Check and reinstate equipment to original condition 4.2 Review feedback from relevant personnel and evaluate personal performance in shoot context 4.3 Catalogue and archive images according to industry standards 4.4 Update work samples of media photo images for promotional purposes 4.5 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	1.3, 2.1-2.3, 3.2	Interprets and evaluates extensive visual and textual information of varying complexity and purpose to inform work requirements
Writing	1.1, 2.2, 2.4, 2.5, 3.1, 3.2	- Records assignment requirements and caption details, and prepares shoot schedule information - Prepares correspondence to confirm access to location and subject, and ensures professional practice and compliance documents are complete using industry recognised structure, formats, language and terminology

		Composes and edits text to suit caption requirements
Oral Communication	1.1,1.2, 2.4, 2.5	- Participates in discussions with colleagues and other people to exchange information and determine requirements using appropriate language and tone - Uses active listening and questioning techniques to elicit information and confirm understanding or agreement
Navigate the world of work	2.2, 2.3, 3.2, 4.3-4.5	- Meets workplace expectations for preparation and capture of media photo images in compliance with professional practice requirements, and privacy, intellectual property and other related legislation - Takes personal responsibility for adherence to media codes of practice and safety practices specific to assignments - Uses systematic processes to identify and store images and update promotional work samples - Assesses shoot outcomes to identify the practical aspects of potential changes in own practice
Interact with others	1.1, 1.2, 2.4, 2.5	- Identifies and uses appropriate communication methods and practices to participate in exchange of ideas and opinions and confirm project requirements with colleagues - Cooperates with co-workers and external people to establish requirements and negotiate agreement
Get the work done	2.1, 2.2, 2.4, 2.5, 3.1-3.3, 4.1, 4.2, 4.5	- Uses systematic planning and processes to prepare for media photo shoots, confirm shoot objectives, establish schedule and location requirements and manage required communication - Applies professional judgement to capture images safely and ethically within the context - Makes aesthetic and technical decisions to determine refinements that meet the shoot objectives, and completes output to meet requirements - Follows established wrap up practices to perform equipment checks and update work samples - Reviews shoot outcomes and feedback to evaluate own performance, establish future work opportunities and identify the follow-on changes required in work practice

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAPHI507 Produce media photo images	CUVPHI523A Produce media photo images	Updated to meet Standards for Training Packages and clarify intent. 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 CUAPHI507 Produce media photo images

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Performance Evidence

Evidence of the ability to:

- interpret an assignment with relevant personnel
- arrange insurances, releases, licences, permits and confirm intellectual property, privacy and other relevant legal requirements and codes of practice are met
- devise a shoot timetable and organise photo imaging equipment, subjects and locations to shoot media photo images
- apply imaging skills to capture and optimise media photo images that meet industry standards, 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 media photo images in a range of contexts
- describe the features and capabilities of photo imaging capture technologies
- explain techniques to optimise, process and transfer photo images for use in media
- describe professional practice arrangements and codes of practice as they apply to the media photographer
- outline personal health and safety factors that may affect a media 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 media 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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