



Australian Government

CUAPHI508 Provide wedding photo imaging services

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 provide photo imaging services to wedding clients.

It applies to individuals who create and deliver professional images that capture key moments, moods and activities on a wedding day.

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 photo imaging for weddings	1.1 Research styles and conceptual and aesthetic approaches to wedding photography 1.2 Develop studio style for intended target audience 1.3 Create sample albums and products 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 for wedding services, including insurances, releases, intellectual property, privacy and other relevant legal requirements and codes of practice 1.6 Promote and market wedding photo imaging services

ELEMENT	PERFORMANCE CRITERIA
2. Prepare for shoot	2.1 Discuss and confirm with client creative aspects of shoot, product formats, pricing and timelines 2.2 Discuss with client assignment of copyright and licensing arrangements 2.3 Negotiate and finalise contract, including payment plan arrangements 2.4 Assess shoot requirements and take test shots to refine approach 2.5 Develop shoot management timelines, prepare equipment and confirm production team support where necessary 2.6 Confirm with necessary parties access to locations and subjects
3. Shoot and produce images	3.1 Liaise with relevant people and interact at wedding location to ensure shot opportunities are minimally intrusive 3.2 Coordinate and work with shoot team if required 3.3 Capture images within shoot context and respond efficiently to changed circumstances 3.4 Generate proofs and samples, and liaise with client to finalise creative product content 3.5 Optimise images and output creative products to agreed client specifications using industry standards 3.6 Prepare content package and final invoice for client for collection and payment
4. Wrap up and review shoot	4.1 Maintain working condition of equipment, studio and props 4.2 Review client feedback and evaluate personal performance within 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 wedding photo imaging services for marketing or promotional 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, 1.5	Interprets and evaluates extensive visual and textual information of varying complexity and purpose to inform work requirements
Writing	1.4-1.6, 2.5, 2.6	- 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 material - Prepares shoot timelines
Oral Communication	1.6, 2.1-2.3, 2.5, 2.6, 3.1, 3.2, 3.4	- Participates in complex discussions with clients to elicit their needs and ideas, determine requirements, and explain service options and related contractual arrangements using appropriate tone and clear, straightforward language - Uses persuasive language and appropriate non-verbal features to reach agreements, conduct photography shoots and promote services to others - Uses active listening and questioning techniques to confirm information and understanding with clients, team members and external service providers
Numeracy	1.5, 2.3, 3.6	Performs accurate calculations to analyse service costs, develop payment plans and prepare quotes and invoices
Navigate the world of work	1.5, 3.5, 4.3-4.6	- Meets workplace expectations for preparation and conduct of wedding photography services in compliance with professional practice requirements and standards, relevant legislation and codes of practice - Uses systematic processes to identify and store images or presentation products, maintain financial and contractual records, and update 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, 2.6, 3.1, 3.2, 3.4	Identifies and uses appropriate communication methods and practices to participate in discussions and negotiate agreement with clients and external stakeholders

		• Develops and implements communications strategies to build rapport with clients and others • Maintains a professional manner and adjusts communication techniques and behaviour to avoid disruption and intrusion at wedding locations
Get the work done	1.2-1.4, 1.6, 2.3-2.6, 3.1-3.6, 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 promote own services • Uses systematic planning and processes to perform test shots, prepare resources and a shoot schedule, and manage required communication • Works flexibly and intuitively to capture images, adapting to unforeseen changes, and generates proofs for client assessment • Produces and enhances final images and creative output product to meet client specifications and assembles content package with invoice • Follows established wrap up practices to maintain studio resources, 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
CUAPHI508 Provide wedding photo imaging services	CUVPHI524A Make wedding photo imaging products	Updated to meet Standards for Training Packages. Title changed. 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 CUAPHI508 Provide wedding photo imaging services

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Performance Evidence

Evidence of the ability to:

- discuss and confirm requirements and costs with client
- arrange contracts, agreements, insurances, licences, permits and invoices following standard business practices
- devise a shoot schedule and organise photo imaging equipment, subjects and locations to shoot wedding photo images according to legal requirements
- apply imaging skills to capture and optimise wedding photo images that meet industry standards
- package wedding photo images as promotional samples
- process, catalogue and archive photo images in accordance with industry standards
- 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 wedding photo images in a range of contexts
- describe the features and capabilities of wedding photo imaging capture technologies
- explain techniques to proof, optimise and process wedding photo images
- describe key business and taxation practices associated with a wedding 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 and software used in a wedding context
- locations and studios for wedding 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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