



Australian Government

CUAPHI509 Plan and produce visual art photo images

Release: 1

CUAPHI509 Plan and produce visual art 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 conceptualise, research and initiate projects, undertake strategic planning and production tasks, manage finances and create visual art photo images.

It applies to individuals who work as art photographers within the visual arts community. While art photographers generally work with limited supervision or guidance, they require the ability to collaborate, liaise and consult with 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. Research and initiate project opportunities	1.1 Research potential grants, commissions or sponsorships for identified concept proposal 1.2 Evaluate potential funding opportunities with relevant people 1.3 Research and scope creative and technical approach for concept proposal 1.4 Prepare budget with estimated costings and timelines 1.5 Develop materials to support concept proposal 1.6 Complete and submit budget, timeline and supporting material for application, submission or expression of interest

ELEMENT	PERFORMANCE CRITERIA
2. Prepare for project	2.1 Research and establish professional practice arrangements including insurances, releases, intellectual property, work health and safety and other relevant legal requirements and media codes of practice 2.2 Document project development and workflow procedures using range of media 2.3 Capture, acquire and enhance developmental images to illustrate potential project concepts 2.4 Integrate developmental images into production samples and maquettes 2.5 Critically evaluate production samples with stakeholders and relevant personnel, and confirm project approach
3. Create and present finished work	3.1 Produce and output photo images to meet required specifications and integrate into creative product 3.2 Review work quality and progress continually against timelines 3.3 Catalogue and archive photo images according to industry or enterprise standards 3.4 Assemble work and transfer or transport to agreed presentation site 3.5 Present, display or install work at site
4. Use media opportunities to promote work	4.1 Identify and coordinate media and promotion opportunities for project 4.2 Prepare artist statement, supporting visual materials and other relevant information for media 4.3 Supply media package to selected media services and collect, collate and follow up on media responses
5. Wrap up and review project	5.1 Collate images and associated documentation and archive to inform future projects 5.2 Complete contractual and financial requirements of project and maintain records for business and taxation purposes 5.3 Review responses to the work from clients, stakeholders, peers and members of public 5.4 Review personal performance within project context and note areas for future improvement 5.5 Identify future opportunities, themes and work directions resulting from project

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, 1.3, 2.1	Interprets and evaluates extensive information related to application conditions and processes, concepts and techniques, and professional practice requirements to inform project preparation requirements
Writing	1.4-1.6, 2.1, 2.2, 4.2, 4.3, 5.1	- Prepares detailed information required for funding application submissions using appropriate vocabulary, structure, format and protocols - Develops structured project plans that convey development stages, related time allowances and workflow procedures - Composes text to convey creative goals and methodologies in the context of the project and other related information to suit promotional purposes - Develops visual and textual records of project realisation and presentation as a resource for future applications
Oral Communication	1.2, 2.5, 4.3	- Participates in detailed discussions with relevant people to elicit advice, recommendations and critical feedback using tone and language appropriate to the context - Uses effective listening and open questioning techniques to clarify information and confirm understanding
Numeracy	1.4, 1.6, 5.2	Performs accurate calculations to estimate project costs and timeframes, prepare final budget and maintain financial records
Navigate the world of work	2.1, 3.3, 5.2, 5.4, 5.5	- Meets workplace expectations to prepare for project work in compliance with media codes of practice, safety and intellectual property legislation, relevant insurances and releases - Uses systematic processes to identify and store images and maintain financial and contractual records associated with the project - Assesses project outcomes including reflection on own performance to identify improvements and future

		creative opportunities in own practice
Interact with others	1.2, 2.5, 4.3	- Identifies and uses appropriate communication methods and practices to participate in complex discussions and negotiate agreement with relevant personnel and project stakeholders - Seeks constructive feedback to confirm approach meets requirements - Recognises the value of making connections with the media to raise creative profile
Get the work done	1.3-1.5, 2.2, 2.3, 3.1-3.5, 4.1- 4.3, 5.1, 5.3, 5.5	- Uses systematic planning and processes to identify funding sources, prepare project applications and determine creative methodologies to represent concepts, seeking input from others at key stages - Manages final image production and integration into creative products, reviewing work quality and progress for consistency with specifications and timelines, and completes archiving procedures - Organises presentation of photo images at appropriate site, determines suitable promotional material and follows up media responses to the event - Reviews project outcomes and responses to the work, and identifies future opportunities and follow-on changes to practice

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAPHI509 Plan and produce visual art photo images	CUVPHI525A Plan, capture and exploit visual art photo images	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 CUAPHI509 Plan and produce visual art photo images

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Performance Evidence

Evidence of the ability to:

- identify funding opportunities for a photo image art proposal, and develop and submit an application
- conceptualise, research and produce original photo art images that meet agreed project requirements and timelines
- organise promotion and presentation of photo art images in suitable medium, publicise event and document process
- catalogue and archive photo images in accordance with industry standards
- complete required project, business and taxation documentation
- review feedback and evaluate own performance for 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 potential arts funding agencies in Australia that may contribute to supporting visual art photo image production
- outline professional practice arrangements as they apply to the media photographer
- describe the features and capabilities of photo imaging capture technologies as they apply to art photography
- describe the common commercial approaches that physical and online gallery and exhibition systems take to displaying works of art
- outline media channels that may publicise photo art presentations
- explain intellectual property rights as they apply to creative works and how these are secured
- outline contracts, invoicing and other business obligations as they apply to grants, commissions or sponsorships

- outline systems to securely catalogue and archive photo images and business records.

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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