



**Australian Government**

# **CUAPHI510 Produce technical photo images**

**Release: 1**

# CUAPHI510 Produce technical 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 technical photo images for institutional clients.

It applies to individuals who produce photo images for forensic, medical, scientific (including mining and environmental) and museum or library purposes. Photographers in these roles may work independently or as part of a team within an institutional structure.

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 project                              | <p>1.1 Evaluate requirements of technical photo imaging project with client, including timelines</p> <p>1.2 Research styles and conceptual and aesthetic approaches used in similar technical photo imaging shoots</p> <p>1.3 Prepare job, usage estimates and creative fee for meeting project requirements</p> <p>1.4 Discuss with clients their organisational management procedures, liaising with relevant professionals, and sourcing information and specialised equipment that may be required</p> <p>1.5 Prepare terms, conditions, budget and quotation for shoot and check against initial estimate</p> |

| ELEMENT                                     | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|---------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                             | 1.6 Make agreement and complete contract with client, where applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 2. Prepare for shoot                        | <p>2.1 Confirm professional practice arrangements are met, including insurances, releases, intellectual property, privacy and other relevant legal requirements</p> <p>2.2 Investigate and address relevant codes of practice and site specific work health and safety issues, consents, licence, permit and any special requirements</p> <p>2.3 Confirm technical requirements, shoot requirements and shoot responsibilities with appropriate personnel</p> <p>2.4 Develop shoot management timelines, brief relevant personnel and prepare equipment</p> <p>2.5 Liaise with necessary people to arrange access to locations and subjects</p> |
| 3. Shoot and produce technical photo images | <p>3.1 Capture in-production images to meet project style, content and specifications</p> <p>3.2 Collaborate with production team and seek client feedback on shoot progress</p> <p>3.3 Optimise images and output image products in suitable formats according to industry standards</p> <p>3.4 Assemble work for electronic or physical dispatch and deliver to agreed location by appropriate methods and within timeframe</p>                                                                                                                                                                                                               |
| 4. Wrap up and review shoot                 | <p>4.1 Check and reinstate equipment and shoot site to original condition</p> <p>4.2 Review client feedback and evaluate personal performance in shoot context</p> <p>4.3 Catalogue and archive photo images according to industry standards</p> <p>4.4 Conclude any organisational procedures and maintain contractual and financial records for business and taxation purposes</p> <p>4.5 Update work samples of technical photo imaging services for marketing and promotional purposes</p> <p>4.6 Identify future opportunities, work directions, equipment needs and workflow changes resulting from shoot</p>                             |

## 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                    | 1.2, 2.2                    | <ul style="list-style-type: none"> <li>Interprets and evaluates extensive visual and textual information of varying complexity and purpose to inform work requirements</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Writing                    | 1.3, 1.5, 2.1-2.5           | <ul style="list-style-type: none"> <li>Records information relevant to project requirements and outcomes for own reference</li> <li>Prepares detailed business practice and compliance documents, including contractual, financial and other operational information and related correspondence using industry recognised structure, formats, language and terminology</li> <li>Documents detailed shoot management timelines</li> </ul>                                                                                                                                                                       |
| Oral Communication         | 1.1, 1.4, 1.6, 2.3-2.5, 3.2 | <ul style="list-style-type: none"> <li>Participates in complex discussions with clients to establish project requirements and constraints, and determine contractual conditions using appropriate tone and clear, straightforward language</li> <li>Uses appropriate tone and pace to confirm project information and brief personnel</li> <li>Uses active listening and questioning techniques to elicit information and feedback and confirm understanding with clients and project personnel</li> </ul>                                                                                                     |
| Numeracy                   | 1.3, 1.5                    | <ul style="list-style-type: none"> <li>Performs calculations to estimate fees and service costs for project</li> <li>Calculates budget and project fee, and compares it with original estimate</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                      |
| Navigate the world of work | 2.1, 2.2, 3.3, 4.3-4.6      | <ul style="list-style-type: none"> <li>Meets workplace expectations for preparation and provision of technical photography services in compliance with professional practice requirements and industry standards, relevant legislation and codes of practice, with particular reference to site safety, permits, licences and consent</li> <li>Uses systematic processes to identify and store images, maintain financial and contractual records, and update promotional work samples</li> <li>Assesses shoot outcomes to identify the practical aspects of potential changes in own work practice</li> </ul> |
| Interact with others       | 1.1, 1.4, 1.6, 2.3-2.5, 3.2 | <ul style="list-style-type: none"> <li>Identifies and uses appropriate communication methods and practices to participate in discussions and negotiate agreement with clients and other relevant</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                    |

|                   |                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-------------------|-------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                   |                                                 | individuals <ul style="list-style-type: none"> <li>• Consults relevant people to establish project dimensions and responsibilities, and works collaboratively with production team to achieve project objectives</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Get the work done | 1.1, 2.1, 2.4, 2.5, 3.1-3.4, 4.1, 4.2, 4.5, 4.6 | <ul style="list-style-type: none"> <li>• Uses systematic planning and processes to prepare for technical photo shoots, confirm shoot objectives, establish schedule and location requirements, prepare equipment and manage required communication</li> <li>• Assesses first images for consistency with project requirements and uses feedback to measure progress</li> <li>• Applies optimisation techniques to final images and output products to meet client requirements, industry standards and deadlines</li> <li>• Follows established wrap up practices to reinstate site and equipment, manage records and update work samples</li> <li>• Reviews shoot outcomes and client feedback to evaluate own performance, identify future opportunities and establish the follow-on changes required in work practice</li> </ul> |

## Unit Mapping Information

| Code and title<br>current version           | Code and title<br>previous version           | Comments                                                                                           | Equivalence status |
|---------------------------------------------|----------------------------------------------|----------------------------------------------------------------------------------------------------|--------------------|
| CUAPHI510<br>Produce technical photo images | CUVPHI526A<br>Produce technical 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 CUAPHI510 Produce technical photo images

## Modification History

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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 technical photo images according to legal requirements
- apply imaging skills to capture and optimise technical 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 contemporary styles and conceptual and aesthetic approaches as they apply to technical photo images in various industry contexts
- describe the features and capabilities of technical photo imaging capture technologies
- explain techniques to proof, optimise and process technical photo images
- describe key business and taxation practices associated with a technical photo imaging practice
- describe professional practice arrangements, work health and safety requirements, and codes of practice applicable to a technical photographer.
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## 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 for a technical photo imaging context
- locations and studios for technical 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

Companion Volume implementation guides are found in VETNet -

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