



Australian Government

CUAPHI511 Make illustrative photo images for publication and display

Release: 1

CUAPHI511 Make illustrative photo images for publication and display

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 illustrative images that communicate concepts, ideas and factual information in ways to evoke emotive responses in the viewer.

It applies to individuals whose work is intended for use in a wide range of publishing and display environments, including scientific, technical, book and magazine publications, promotions and the internet. This work would usually be undertaken independently, although occasionally it would be undertaken collaboratively with other 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. Establish project requirements	1.1 Evaluate requirements for range of illustrative photo imaging projects 1.2 Research, using variety of sources, contemporary styles and conceptual or aesthetic approaches used in similar illustrative photo imaging projects 1.3 Clarify sample layouts and other visual references with appropriate people 1.4 Prepare work, usage estimates and creative fee for range of

ELEMENT	PERFORMANCE CRITERIA
	illustrative photo imaging projects 1.5 Confirm shoot responsibilities and refine shoot requirements, including deadlines with relevant people 1.6 Produce design concepts for creative products and confirm with relevant people 1.7 Prepare terms and conditions and quotation for shoot, and check against initial estimate 1.8 Confirm intellectual property arrangements and finalise agreement or contract with relevant people
2. Prepare for shoot	2.1 Confirm professional practice arrangements are met, including insurances, releases, intellectual property, privacy and other relevant legal requirements 2.2 Investigate and address relevant media codes of practice and site specific work health and safety, licence and permit requirements 2.3 Organise props, locations, talent, apparel and fashion accessories as required 2.4 Evaluate shoot requirements and take test shots to refine technical and conceptual approach 2.5 Develop shoot management schedule and make shoot preparations 2.6 Liaise with associated professionals about publication or presentation arrangements
3. Shoot and produce images	3.1 Capture high quality images to meet shoot objectives 3.2 Alert relevant people to variations to shoot that may lead to additional charges 3.3 Generate proof images and seek feedback from relevant people on shoot progress and image quality and selection 3.4 Optimise and output photo images to relevant specifications using industry formatting standards 3.5 Prepare work for electronic or physical dispatch and presentation or publication 3.6 Prepare invoice or account and deliver with completed images to relevant people
4. Wrap up and review shoot	4.1 Check and reinstate equipment, shoot site and props to original condition 4.2 Review any feedback and evaluate personal performance in shoot context

ELEMENT	PERFORMANCE CRITERIA
	4.3 Catalogue and archive photo images according to industry standards 4.4 Maintain contractual and financial records for business and taxation purposes 4.5 Update work samples of illustrative photo images 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 Criteria	Description
Reading	1.2, 2.2	Interprets and evaluates extensive visual and textual information of varying complexity and purpose to inform work requirements
Writing	1.4, 1.7, 1.8, 2.1, 2.2, 2.5, 2.6, 3.2, 3.6	- Prepares quotes, terms and conditions of business agreement and intellectual property arrangements using industry recognised structure, formats, language and terminology - Composes and edits text to convey relevant project information and requirements to relevant people or request clarification and agreement - Documents detailed shoot management timelines
Oral Communication	1.3, 1.5, 1.6, 1.8, 2.3, 2.6, 3.2, 3.3	- Participates in complex discussions with relevant people to establish conceptual and technical requirements, production responsibilities and timelines, and confirm contractual conditions for photo images using appropriate tone and clear, straightforward language - Uses appropriate tone and pace to settle project resource requirements and publication arrangements with relevant individuals - Uses active listening and questioning techniques to elicit information and feedback, and confirm understanding

Numeracy	1.4, 1.7, 3.2, 3.6	• Performs calculations to estimate fees and service costs for the project • Calculates quote and compares it with original estimate, identifies additional costs and prepares final invoice
Navigate the world of work	1.5, 1.8, 2.1, 2.2, 3.4, 4.3-4.6	• Meets workplace expectations for preparation and provision of illustrative photo image services in compliance with professional practice requirements and industry standards, relevant legislation and codes of practice, with particular reference to site work health and safety needs, permits and licences • Uses systematic processes to catalogue and archive images, maintain financial and contractual records and update work samples for own promotional purposes • Assesses shoot outcomes to identify the practical aspects of potential changes in own work practice
Interact with others	1.3, 1.5, 1.6, 2.6, 3.2, 3.3	• Identifies and uses appropriate communication methods and practices to participate in discussions and negotiate agreement with a range of individuals • Consults relevant people to establish shoot dimensions and responsibilities and seek feedback on work quality and progress to achieve project objectives
Get the work done	1.1,1.5, 1.6, 1.8, 2.1-2.5, 3.1, 3.3-3.5, 4.1, 4.2, 4.4- 4.6	• Uses systematic planning and processes to establish photo shoot requirements, objectives and deadline, develop shoot concept and manage required communication • Takes responsibility for clarification and implementation of necessary arrangements and obligations prior to shoot commencement • Organises shoot resource requirements and analyses test photo results to refine conceptual and aesthetic approach • Assesses captured images for consistency with project requirements, using feedback to assess creative and technical achievement and effectiveness of shoot management • Optimises and outputs final images in formats that meet user requirements, industry standards and deadlines • Follows established wrap up practices to reinstate site and equipment, manage records and update work samples • Reviews shoot outcomes and client feedback to evaluate own performance, identify future opportunities and establish the follow-on changes

		required in work practice
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
CUAPHI511 Make illustrative photo images for publication and display	CUVPHI527A Make illustrative images for publication and display	Updated to meet Standards for Training Packages. Change to title. 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 CUAPHI511 Make illustrative photo images for publication and display

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Performance Evidence

Evidence of the ability to:

- confirm requirements of project with client and other relevant personnel
- calculate fees, and arrange agreements, contracts, licences, permits and invoices following standard business practices
- organise photo imaging equipment, subjects and locations to shoot illustrative photo images according to legal requirements
- apply photo imaging skills to produce illustrative photo images of a professional standard
- process, catalogue and archive photo images in accordance with industry standards
- package photo images for promotional purposes
- evaluate own performance and creative products 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:

- outline a range of applications for illustrative photo images
- describe contemporary styles and conceptual and aesthetic approaches as they apply to the production of illustrative images in various industry contexts
- describe professional practice arrangements as they apply to the illustration photographer
- describe the features and capabilities of photo imaging capture technologies as they apply to illustrative photography
- explain techniques for optimising images
- explain intellectual property rights as they apply to illustrative works
- 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 for an illustrative photo imaging context
- locations and studios for illustrative 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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