



Australian Government

CUAPHI521 Make illustrative photo images for publication and display

Release: 1

CUAPHI521 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 5.0.

Application

This unit describes the skills and knowledge required to produce illustrative images that communicate concepts, ideas and information in ways to evoke emotive responses in the viewer.

The unit applies to those 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 can be undertaken independently or collaborating 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 illustrative photo image requirements	1.1 Evaluate requirements for range of illustrative photo imaging projects 1.2 Research contemporary styles and conceptual or aesthetic approaches used in similar illustrative photo imaging projects 1.3 Clarify sample layouts and other visual references with required personnel 1.4 Prepare work, usage estimates and creative fee for range of illustrative photo imaging projects 1.5 Confirm shoot responsibilities and refine shoot requirements

ELEMENT	PERFORMANCE CRITERIA
	with required personnel 1.6 Produce design concepts for creative products and confirm with required personnel 1.7 Prepare terms and conditions and quotation for shoot 1.8 Confirm intellectual property arrangements and finalise agreement or contract with required personnel
2. Prepare for shoot	2.1 Confirm professional practice arrangements are met 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 where required 2.4 Refine technical and conceptual approach through test shots 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 Meet shoot objectives by capturing high quality images 3.2 Alert required personnel to variations to shoot that may lead to additional charges 3.3 Generate proof images and seek feedback from required personnel on shoot progress and image quality and selection 3.4 Optimise and output photo images to required 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 required personnel
4. Review shoot	4.1 Review any feedback and evaluate personal performance in shoot context 4.2 Catalogue and archive photo images according to industry standards 4.3 Maintain contractual and financial records for business and taxation purposes
5. Wrap up shoot	5.1 Reinstate equipment and shoot site to original condition according to manufacturer's standards 5.2 Update work samples of illustrative photo images for self-promotional purposes 5.3 Identify future opportunities, work directions, equipment needs and workflow changes resulting from shoot

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Reading	Interprets and evaluates extensive visual and textual information of varying complexity and purpose
Writing	- Prepares quotes, terms and conditions of business agreement and intellectual property arrangements using industry recognised structure, formats, language and terminology - Records information and outcomes required for project requirements - Documents detailed shoot management timelines
Oral Communication	- Establish project requirements and constraints through complex client discussions - Determine project resource requirements using appropriate tone and clear, straightforward language - Uses active listening and questioning techniques to elicit information and feedback, and confirm understanding
Numeracy	- 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
Self-management	- Meets workplace expectations for preparation and provision of illustrative photo image services in compliance with professional practice requirements and industry standards, required legislation and codes of practice, with reference to site work health and safety needs, permits and licences - Assesses shoot outcomes to identify the practical aspects of potential changes in own work practice
Teamwork	Works collaboratively with required personnel when establishing shoot dimensions and responsibilities, seeking feedback on work quality and progressing to achieve project objectives
Planning and organising	- Uses systematic planning and processes to establish photo shoot requirements, objectives and deadlines, 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

SKILL	DESCRIPTION
	• Optimises and outputs final images in formats that meet user requirements, industry standards and deadlines

Unit Mapping Information

Supersedes and is equivalent to CUAPHI511 Make illustrative photo images for publication and display.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>

Assessment Requirements for CUAPHI521 Make illustrative photo images for publication and display

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- produce one or more illustrative photo images according to at least two different project requirements.

In the course of the above, the candidate must:

- confirm requirements of project with required 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 self promotional purposes
- apply work health and safety practices during photo capture and production
- evaluate own performance and creative products and identify one or more areas for improvement.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- common applications for illustrative photo images
- contemporary styles and conceptual and aesthetic approaches that apply to the production of illustrative images in various industry contexts
- professional practice arrangements that apply to the media photographer, including those relating to required:
 - insurances

- releases
- intellectual property rights
- work health and safety requirements
- legal matters
- media codes of practice that apply to the illustration photographer
- features and capabilities of photo imaging capture technologies that apply to illustrative photography
- techniques for optimising images
- systems to securely catalogue and archive photo images and business records.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes 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 education and training legislation, frameworks and/or standards.

Links

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