



Australian Government

CUAPHI522 Plan and produce stock photo images

Release: 1

CUAPHI522 Plan and produce stock photo images

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 stock photo images that may be used for commercial use.

The unit applies to those who have their own photo imaging practice submitting photos to a stock repository or work for photo imaging organisations whose purpose is to provide stock photo images.

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 creation of stock images	1.1 Research information on contemporary styles and conceptual or aesthetic approaches when informing production of stock photo images 1.2 Evaluate, test and refine technical requirements for range of stock photo imaging projects, and confirm approach with required personnel 1.3 Prepare pricing schedules and business documents where required
2. Prepare for creation of stock images	2.1 Adopt professional practice arrangements for shoots 2.2 Evaluate shoot requirements and refine technical and conceptual approach through test shots 2.3 Prepare shoot management schedules and make shoot

ELEMENT	PERFORMANCE CRITERIA
	preparations 2.4 Organise models, apparel, fashion accessories, shoot locations and subjects as required for stock photo images
3. Shoot images for image stock repositories	3.1 Capture stock images according to preconceived style and shoot context 3.2 Optimise and output creative product to meet possible end-user specifications using industry standards 3.3 Classify and archive photo images according to industry standards 3.4 Reinstate equipment and shoot locations to original condition
4. Display images in image stock repository	4.1 Confirm business arrangements and intellectual property rights with photo stock image repository operators 4.2 Upload photo images to photo stock image repository or commercial environment for promotion and sale
5. Review shoot	5.1 Review feedback and evaluate personal performance in shoot context 5.2 Catalogue and archive photo images according to industry standards 5.3 Maintain contractual and financial records for business and taxation purposes
6. Wrap up shoot	6.1 Reinstate equipment and shoot site to original condition according to manufacturer's standards 6.2 Update work samples of stock photo images for self-promotional purposes 6.3 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 visual and textual information of varying complexity
Writing	- Prepares workplace documents using industry recognised structure, formats, language and terminology - Proofreads business and financial documents for accuracy of information

SKILL	DESCRIPTION
Oral Communication	• Participates in discussions using clear, straightforward language to convey concepts, shoot information and business arrangements • Uses active listening and questioning techniques to elicit information and confirm understanding
Numeracy	• Performs basic, on the job calculations
Self-management	• Meets workplace expectations for preparation and conduct of shoots and provision of stock photography images • Complies with professional practice arrangements, industry standards and legislative responsibilities
Planning and organising	• Uses methodical planning processes to prepare, and carry out stock photo shoots • Analyses requirements to determine shoot approach and resource requirements • Reviews shoot outcomes and user feedback to determine future requirements and opportunities for change
Technology	• Uses digital tools to create and store files

Unit Mapping Information

Supersedes and is equivalent to CUAPHI512 Plan and produce stock photo images.

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 CUAPHI522 Plan and produce stock photo images

Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package Version 5.0.

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:

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

In the course of the above, the candidate must:

- interpret specifications with required personnel
- organise photo imaging equipment, subjects and locations to shoot photo images according to legal requirements
- produce professional standard photo images suitable for stock photos
- optimise and upload images to stock repositories, meeting required technical standards
- process, catalogue and archive stock photo image products in accordance with industry standards
- apply work health and safety practices during photoshoot and production
- evaluate feedback, creative products and own performance.

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:

- contemporary issues that inform stock photo imaging practice
- work health and safety requirements associated with planning and producing stock photo images
- conceptual and aesthetic approaches to creating stock photo images
- business and intellectual property arrangements typically associated with producing original stock photo images
- systems used to 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
- suitable shoot locations.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guide is found on VETNet -

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