



Australian Government

CUAPHI531 Apply visual communication theory to photo imaging practice

Release: 1

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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 research, implement and evaluate the role of visual communication theory in photo imaging work.

The unit applies to those who research and evaluate visual communication theory and use it to inform their practice.

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 role of photo imaging in visual communication	1.1 Investigate theories and commentators on conceptualisation, production and use of photo images 1.2 Investigate use of photo images in various modes and media 1.3 Evaluate meaning of photo image in context of its use and effectiveness with target audience 1.4 Critique a range of photo images and themes according to visual communication theory
2. Use visual communication in photo imaging practice	2.1 Determine target audience and intent of work for photo images 2.2 Apply photo image themes and selected aspects of visual

ELEMENT	PERFORMANCE CRITERIA
	communication theory to photo images 2.3 Produce photo images using range of visual communication modes and media
3. Evaluate visual communication in photo imaging practice	3.1 Evaluate effectiveness of visual communication in production of photo images 3.2 Evaluate how applying visual communication theories to photo images impacts on own creative practice, equipment needs and work opportunities

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 straightforward information from credible sources when developing and enhancing knowledge on visual communication theory
Self-management	Implements learning outcomes from self-directed, independent research when enhancing creative practice and identifying new professional opportunities
Planning and organising	- Develop conceptual insights, expand knowledge and draw conclusions about the influences of visual communication theory on photo imaging practice using systematic planning processes - Evaluates information from photo images and selects most appropriate visual communication modes and media when making project work decisions - Evaluates the success of conceptual and production decisions in photo imaging work

Unit Mapping Information

Supersedes and is equivalent to CUAPHI501 Apply visual communication theory to photo imaging practice.

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 CUAPHI531 Apply visual communication theory to photo imaging practice

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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:

- apply visual communication theory to at least two different project specifications.

In the course of the above, the candidate must:

- research and evaluate visual communication theories
- establish visual communication theories role in the production of photo images and the ability to engage with a target audience
- create a body of photo images that apply visual communication in various modes
- evaluate own completed work for its visual communication impact.

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:

- research techniques relevant to the creative practitioner
- common contexts in which photo images are used for visual communication
- common modes of visual communication and essential features that impact on photo image production
- common themes used in photo imaging and procedures for using visual communication in their conceptualisation and production
- key commentators and theories on the connection between visual communication and the photo image.

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:

- credible sources of information on historical and contemporary photo imaging practice
- credible sources of information on theories of visual communication.
- equipment for producing photo images.

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

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