



Australian Government

CUAPHI532 Research and apply photo imaging trends and emerging technologies

Release: 2

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Modification History

Release	Comments
Release 2	This version first released with CUA Creative Arts and Culture Training Package version 5.1. Version created to correct unit mapping error.
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 investigate photo imaging trends and emerging technologies and assess their creative and commercial applications.

The unit applies to self-directed creative practitioners who use knowledge of emerging trends to evaluate, plan and implement changes to their workflows, products and technology.

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. Investigate trends and emerging technologies in photo imaging industry	1.1 Identify trends and emerging technologies that impact on photo imaging using credible and current information 1.2 Evaluate implications of trends and emerging technologies on photo imaging 1.3 Document details of information sources, and trends and technologies identified
2. Assess opportunities in	2.1 Identify creative and commercial opportunities that

ELEMENT	PERFORMANCE CRITERIA
industry trends and technologies	arise from research 2.2 Clarify business objectives associated with identified opportunities 2.3 Develop a plan to realise the identified opportunities by assessing feasibility, commercial viability, risks and entrepreneurial strategies
3. Review impact of opportunities	3.1 Implement plan for identified creative and commercial opportunities 3.2 Review outcomes against business objectives 3.3 Develop systems and strategies to identify and respond to future creative and commercial 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 an extensive range of information from credible sources when analysing and applying content - Critically evaluates information sources for scope and reliability
Writing	Documents detailed research outcomes and develops logically structured and detailed plans that convey goals and strategies, selecting structure, format and language to suit own use
Numeracy	Performs calculations and costings when assessing financial viability and risks of new opportunities
Planning and organising	- Plans, organises and undertakes tasks required to identify the influence of industry trends and developing technologies on own practice - Makes informed decisions about commercial and creative opportunities by analysing feasibility, risk and viability - Evaluates outcomes of decisions and organises methods and approaches to act on future opportunities

Unit Mapping Information

Supersedes and is equivalent to CUAPHI502 Research and apply photo imaging trends.

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 CUAPHI532 Research and apply photo imaging trends and emerging technologies

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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:

- research and apply at least one photo imaging trend and one emerging technology according to project requirements.

In the course of the above, the candidate must:

- research and document trends and new technologies in photo imaging products and processes
- analyse own creative and business practice and the impact of incorporating new trends and technologies
- produce and implement a plan to take advantage of creative and commercial opportunities
- evaluate implementation of plan and develop one or more strategies to keep up to date with, and respond to, new trends and technologies.

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:

- sources of information for trends and emerging technologies impacting on the photo imaging industry
- entrepreneurial attitudes and strategies to commercialise trends in photo imaging
- factors to be considered when evaluating commercial risk and commercial viability of opportunities.

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 trends and emerging technologies in the photo imaging industry.

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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