



Australian Government

Assessment Requirements for CUAPHI535 Produce commercial photo images

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.

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 commercial photo images according to at least two different project requirements.

In the course of the above, the candidate must:

- interpret the brief and confirm requirements with required personnel
- arrange agreements, contracts, licences, permits and invoices following standard business practices
- devise a shoot schedule and organise photo imaging equipment, subjects and locations to shoot commercial photo images according to legal requirements
- apply imaging skills to capture and optimise commercial photo images, in collaboration with others
- apply work health and safety requirements during photoshoot and production.
- process, catalogue and archive photo images in accordance with industry standards
- package photo images for promotional purposes
- evaluate own performance and creative products against project objectives and identify one or more areas for future 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:

- styles and conceptual and aesthetic approaches that apply to commercial photo images in common industry contexts
- features and capabilities of commercial photo imaging capture technologies
- techniques to proof, optimise and process commercial photo images
- work health and safety requirements when using commercial photo imaging equipment in interior and exterior locations

- key business and taxation practices associated with a commercial photo imaging practice
- professional practice arrangements and codes of practice applicable to a commercial photographer, including to those relating to required
 - insurances
 - releases
 - intellectual property
 - work health and safety
 - legal matters.

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
- locations and studios for commercial 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

Companion Volume Implementation Guide is found on VETNet -

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