



Australian Government

CUAPHI535 Produce commercial photo images

Release: 1

CUAPHI535 Produce commercial 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 prepare, shoot and produce commercial photo images.

The unit applies to those who respond to open or closed briefs to create photo images in areas including advertising, architecture, industrial, corporate, fashion and food.

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 contract for shoot	1.1 Evaluate requirements of commercial photo imaging brief with required personnel 1.2 Research styles and conceptual and aesthetic approaches used in similar commercial photo imaging shoots 1.3 Clarify sample layouts and other visual references with required personnel 1.4 Prepare job, confirming with client shoot responsibilities, resource requirements, usage estimates and creative fee 1.5 Prepare terms, conditions, budget and quotation for shoot 1.6 Make agreement and complete 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

ELEMENT	PERFORMANCE CRITERIA
	specific work health and safety, licence and permit requirements 2.3 Refine technical and conceptual approach by evaluating shoot requirements 2.4 Develop shoot management timelines, brief required personnel and prepare equipment 2.5 Confirm with required personnel access to locations, models and other subjects
3. Shoot and produce images	3.1 Capture in-production images to meet style, content and specifications agreed in brief 3.2 Seek approval from required personnel for any changes during shoot that may lead to cost variances 3.3 Collaborate with production team, generate proof images and seek feedback from client and art director on shoot progress and image selection 3.4 Optimise images and output creative product to agreed client specifications using industry standards 3.5 Prepare work for electronic or physical dispatch and presentation or publication according to brief 3.6 Prepare invoice or account and deliver with completed images or creative product to client
4. Review images	4.1 Review 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 Reinstall equipment and shoot site to original condition according to manufacturer's standards 5.2 Update work samples of commercial photo imaging services 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
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SKILL	DESCRIPTION
Reading	Interprets and evaluates extensive visual and textual information of varying complexity and purpose
Writing	Prepares detailed agreements, contracts and releases, compliance documents, shoot schedules, invoices and correspondence using industry recognised structure, formats, language and terminology
Oral Communication	- Initiates discussions with required personnel when conveying detailed information and requirements, seeking agreement and feedback, and determining further action using appropriate language and non-verbal features for different contexts - Uses active listening and questioning techniques when clarifying information and confirming understanding
Numeracy	Performs accurate calculations to analyse costs and prepare a budget, identify variances and prepare quotes and invoices
Self-management	Meets workplace expectations in the preparation and conduct of commercial shoots in compliance with codes of practice, standards, safety requirements and responsibilities, and other relevant legislation
Teamwork	Ensures image quality requirements are met through collaboration with others, incorporating feedback where required
Planning and organising	- Uses systematic planning and processes in complex situations to prepare resources, schedules, compliance and location requirements, test images and manage required communication for commercial shoots - Monitors work progress and quality to select images for enhancement and manages product output to industry standards and client specifications - Reviews shoot outcomes and feedback to evaluate own performance, identify future opportunities and establish the follow-on changes required in work practice

Unit Mapping Information

Supersedes and is equivalent to CUAPHI505 Produce commercial 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 CUAPHI535 Produce commercial photo images

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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 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

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