



Australian Government

CUAPHI536 Provide photographic portrait services

Release: 1

CUAPHI536 Provide photographic portrait services

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 portrait images for personal, family or corporate collections.

The unit applies to those who document and produce professional portrait images in key moments, moods and events based around individuals, families and gatherings. People in this role may be responsible for supervising others.

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 portrait photo imaging services	1.1 Research styles and conceptual and aesthetic approaches to photographic portraits 1.2 Develop studio style for intended target audience 1.3 Create work samples representative of studio style for marketing and promotional purposes 1.4 Prepare pricing schedule, order forms, terms of trade and contracts 1.5 Establish professional practice arrangements 1.6 Promote and market portrait photo imaging services
2. Prepare for shoot	2.1 Confirm with required personnel specifications of shoot 2.2 Assess shoot requirements and take test shots to refine

ELEMENT	PERFORMANCE CRITERIA
	approach 2.3 Develop shoot management timelines, prepare equipment and confirm production team support 2.4 Confirm access to locations and subjects with required personnel
3. Shoot and produce images	3.1 Collaborate with required personnel when evaluating shoot style, content and specifications 3.2 Generate proof images and seek feedback from client on shoot progress and image selection 3.3 Optimise images to agreed client specifications using industry standards 3.4 Output optimised images or integrated presentation products to client specifications using agreed service suppliers 3.5 Prepare invoice and deliver with completed creative product to client
4. Review shoot	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 Reinstate equipment and shoot site to original condition according to manufacturer's standards 5.2 Update work samples of portrait photo images 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
Reading	Interprets and evaluates extensive visual and textual information of varying complexity and purpose
Writing	Prepares detailed business practice and compliance documents, including contracts, invoices and necessary correspondence, using industry recognised structure, formats, language and terminology

SKILL	DESCRIPTION
Oral Communication	- Participates in discussions with required personnel when gathering and conveying information and determining requirements using appropriate tone, language and non-verbal features - Uses active listening and questioning techniques to seek agreement and feedback
Numeracy	Performs accurate calculations to analyse service costs and prepare quotes and invoices
Self-management	Meets workplace expectations for preparation and conduct of portrait services in compliance with codes of practice, business practice, privacy and intellectual property requirements and other relevant legislation
Teamwork	- Identifies and uses appropriate communication methods and practices to participate in discussions and negotiate agreement with clients and other project stakeholders - Seeks feedback from clients to confirm work progress meets their requirements - Develops and implements communication strategies to build rapport to engage clients and others in effective relationships
Planning and organising	- Uses analytical thinking and aesthetic and technical judgements to develop a signature style for own business, produce samples and conduct own promotion - Uses systematic planning and processes when preparing resources, schedules and location requirements and managing required communication for portrait shoots - Monitors work progress and quality with client input to select images for enhancement and manages product output to industry standards and client specifications
Initiative and enterprise	Reviews shoot outcomes and feedback when evaluating own performance, identifying future opportunities and establishing the follow-on changes required in work practice

Unit Mapping Information

Supersedes and is equivalent to CUAPHI506 Provide photographic portrait services.

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 CUAPHI536 Provide photographic portrait services

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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 one or more portraits according to at least two different shoot specifications.

In the course of the above, the candidate must:

- interpret the brief and confirm requirements with required personnel
- organise professional practice arrangements that include insurances, releases, intellectual property, contracts, licences, permits and invoices following standard business practices
- devise a shoot schedule and organise photo imaging equipment, subjects and locations to shoot portrait photo images according to legal requirements
- apply imaging skills to capture and optimise portrait photo images, in collaboration with others
- process, catalogue and archive photo images in accordance with industry standards
- apply work health and safety practices during photo shoot and image production
- evaluate own performance and creative products 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 portrait photo images in a common industry contexts
- features and capabilities of portrait photo imaging capture technologies
- techniques to proof, optimise and process portrait photo images
- key business and taxation practices associated with a portrait photo imaging practice
- professional practice arrangements and codes of practice applicable to a portrait photographer, including to those relating to:

- insurances
- releases
- intellectual property
- contracts
- licences
- permits
- invoices
- 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 for photographic portrait 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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