



Australian Government

CUAPHI536 Provide photographic portrait services

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 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>