



Australian Government

Assessment Requirements for CUAPHI537 Produce media 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 one or more or a series of media photo images according to two different media assignments.

In the course of the above, the candidate must:

- interpret the assignment 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 timetable and organise photo imaging equipment, subjects and locations to shoot media photo images
- apply imaging skills to capture and optimise media photo images that meet industry standards, in collaboration with others
- apply work health and safety practices during photoshoot and image production
- process, catalogue and archive photo images in accordance with industry standards
- 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 media photo images in common industry contexts
- features and capabilities of photo imaging capture technologies
- techniques to optimise, process and transfer photo images for use in media
- professional practice arrangements and codes of practice applicable to a media photographer, including to those relating to:

- insurances
 - releases
 - intellectual property
 - contracts
 - licences
 - permits
 - invoices
 - work health and safety
 - legal matters
- personal work health and safety factors that affect a media photographer.

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 media 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>