



Australian Government

CUAPHI537 Produce media photo images

Release: 1

CUAPHI537 Produce media 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 plan, produce and review photo images for media services.

The unit applies to those who interpret editorial team assignments, work with journalists and liaise with public safety services and the general public. They usually work unsupervised and may also work with journalists and a range of creative personnel.

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 for media assignment	1.1 Confirm with required personnel specifications of the shoot 1.2 Evaluate intended use, style and theme of media assignment and confirm publication platform with required personnel 1.3 Research styles and conceptual and aesthetic approaches to similar subject material
2. Prepare for shoot	2.1 Review shoot requirements against assignment objectives 2.2 Establish professional practice arrangements for media photo images 2.3 Investigate and address media codes of practice and work health and safety requirements specific to assignment 2.4 Develop shoot management timelines, liaise with required personnel and prepare equipment

ELEMENT	PERFORMANCE CRITERIA
	2.5 Arrange access to locations and other subjects with required personnel
3. Shoot and produce images	3.1 Capture images within shoot context safely and ethically, and record necessary detail for captions 3.2 Meet necessary specifications by optimising images and completing caption details 3.3 Output and transmit photo images where required
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 media 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	- Records assignment requirements and caption details, and prepares shoot schedule information - Prepares correspondence to confirm access to location and subject, and ensures professional practice and compliance documents are complete using industry recognised structure, formats, language and terminology - Composes and edits text to suit caption requirements
Oral Communication	- Participates in discussions with required personnel to exchange information and determine requirements - Uses active listening and questioning techniques to elicit information and confirm understanding or agreement

SKILL	DESCRIPTION
Self-management	• Meets workplace expectations for preparation and capture of media photo images in compliance with professional practice requirements, and privacy, intellectual property and other related legislation • Takes personal responsibility for adherence to media codes of practice and safety practices specific to assignments • Assesses shoot outcomes to identify the practical aspects of potential changes in own practice and future work opportunities
Teamwork	• Identifies and uses appropriate communication methods and practices to participate in exchange of ideas and opinions and confirm project requirements with colleagues • Cooperates with required personnel to establish requirements and negotiate agreement
Planning and organising	• Uses systematic planning and processes to prepare for media photo shoots, confirm shoot objectives, establish schedule and location requirements and manage required communication • Applies professional judgement to capture images safely and ethically within the context • Makes aesthetic and technical decisions to determine refinements that meet the shoot objectives, and completes output to meet requirements

Unit Mapping Information

Supersedes and is equivalent to CUAPHI507 Produce media 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 CUAPHI537 Produce media 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 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

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