



Australian Government

CUAPHI538 Provide wedding photo imaging services

Release: 1

CUAPHI538 Provide wedding photo imaging 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 plan, prepare and shoot photo imaging services to wedding clients.

The unit applies to those who create and deliver professional images that capture key moments, moods and activities leading up to and on a wedding day.

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 photo imaging for weddings	1.1 Research different wedding photography styles and develop studio style for intended target audience 1.2 Create sample albums and products representative of studio style for marketing and promotional purposes 1.3 Prepare pricing schedule, order forms, terms of trade and contracts 1.4 Establish professional practice arrangements for wedding services 1.5 Promote and market wedding photo imaging services
2. Prepare for shoot	2.1 Discuss and confirm with client creative aspects of shoot, product formats, pricing and timelines 2.2 Discuss with client assignment of copyright and licensing arrangements and finalise contract and payment plan

ELEMENT	PERFORMANCE CRITERIA
	arrangements 2.3 Assess shoot requirements and refine approach where required 2.4 Develop shoot management timelines, prepare equipment and confirm production team support where required 2.5 Confirm with necessary parties access to locations and subjects
3. Shoot and produce images	3.1 Confirm shoot opportunities are minimally intrusive by liaising with required personnel 3.2 Coordinate and work with shoot team where required 3.3 Capture images within shoot context and respond efficiently to changed circumstances 3.4 Generate proofs and samples, and liaise with client to finalise creative product content 3.5 Optimise images and output creative products to agreed client specifications using industry standards 3.6 Prepare content package and final invoice for client for collection and payment
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 Reinstatement equipment and shoot site to original condition according to manufacturer's standards 5.2 Update work samples of wedding 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

SKILL	DESCRIPTION
	- industry recognised structure, formats, language and terminology - Composes and edits text to suit promotional material
Oral Communication	- Participates in complex discussions with clients to elicit their needs and ideas, determine requirements, and explain service options and related contractual arrangements - Uses persuasive language and appropriate non-verbal features to reach agreements, conduct photography shoots and promote services to others - Uses active listening and questioning techniques to confirm information and understanding with clients, team members and external service providers - Builds rapport with clients through communications strategies
Numeracy	Performs accurate calculations to analyse service costs, develop payment plans and prepare quotes and invoices
Self-management	- Meets workplace expectations for preparation and conduct of wedding photography services in compliance with professional practice requirements and standards, relevant legislation and codes of practice - Assesses shoot outcomes to identify the practical aspects of potential changes in own practice
Teamwork	- Identifies and uses appropriate communication methods and practices to participate in discussions and negotiate agreement with clients and external stakeholders - Maintains a professional manner and adjusts communication techniques and behaviour to avoid disruption and intrusion at wedding locations
Planning and organising	- Uses intuitive and analytical thinking and aesthetic and technical judgements to develop a signature style for own business, produce samples and promote own services - Uses systematic planning and processes when performing test shots, preparing resources and a shoot schedule, and managing required communication - Prepare and manage shoot timelines

Unit Mapping Information

Supersedes and is equivalent to CUAPHI508 Provide wedding photo imaging 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 CUAPHI538 Provide wedding photo imaging services

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:

- provide wedding photo imaging services based on at least two different client specifications.

In the course of the above, the candidate must:

- discuss and confirm requirements and costs with client
- arrange contracts, agreements, insurances, licences, permits and invoices following standard business practices
- devise a shoot schedule and organise photo imaging equipment, subjects and locations to shoot wedding photo images according to legal requirements
- apply imaging skills to capture and optimise wedding photo images that meet industry standards
- package wedding photo images as promotional samples
- 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 wedding photo images in a range of contexts
- features and capabilities of wedding photo imaging capture technologies
- techniques to proof, optimise and process wedding photo images
- key business and taxation practices associated with a wedding photo imaging practice

- work health and safety requirements associated with wedding photo imaging practices
- professional practice arrangements, including:
 - insurance
 - photo releases
 - intellectual property
 - privacy
- codes of practice applicable to a portrait 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 and software used in a wedding context
- locations and studios for wedding 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>