



Australian Government

Assessment Requirements for CUAPHI539 Plan and produce visual art 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:

- conceptualise, research and produce original visual art photo images according to at least two different project proposals and requirements.

In the course of the above, the candidate must:

- identify funding opportunities for a photo image art proposal
- develop and submit a photo image art proposal in the required format
- produce photo images that meet agreed project requirements and timelines
- organise promotion and presentation of photo art images in suitable medium, publicise event and document process
- apply work health and safety practices throughout photo image capture, product and display
- catalogue and archive photo images in accordance with industry standards
- complete required project, business and taxation documentation
- review feedback and evaluate own performance for 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:

- potential arts funding agencies in Australia that may contribute to supporting visual art photo image production
- professional practice arrangements that apply to the media photographer, including those relating to required:
 - insurances
 - releases
 - work health and safety

- media codes of practice features and capabilities of photo imaging capture technologies that apply to art photography
- common commercial approaches that physical and online gallery and exhibition systems take to displaying works of art
- media channels that may publicise photo art presentations
- intellectual property rights that apply to creative works and procedures for securing them
- key features of contracts, invoicing and other business obligations that apply to grants, commissions and sponsorships
- systems to securely catalogue and archive photo images and business records.

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 and studios for commercial 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>