



Australian Government

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.

Application

This unit describes the skills and knowledge required to research, initiate and prepare for projects, undertake strategic planning and production tasks and create visual art photo images.

The unit applies to those who work as art photographers in the visual arts community and who generally work with limited supervision or guidance.

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. Research and initiate project opportunities	1.1 Research potential grants, commissions or sponsorships for identified concept proposal 1.2 Evaluate potential funding opportunities with required personnel 1.3 Research and scope creative and technical approach for concept proposal 1.4 Prepare budget with estimated costings and timelines 1.5 Develop materials to support concept proposal 1.6 Complete and submit budget, timeline and supporting material for application, submission or expression of interest
2. Prepare for project	2.1 Research and establish professional practice arrangements 2.2 Document project development and workflow procedures

ELEMENT	PERFORMANCE CRITERIA
	using range of media 2.3 Capture, acquire and enhance developmental images to illustrate potential project concepts 2.4 Integrate developmental images into production samples and maquettes 2.5 Evaluate production samples critically with stakeholders and required personnel
3. Create and present finished work	3.1 Produce and output photo images that meet required specifications 3.2 Review work quality and progress continually against timelines 3.3 Catalogue and archive photo images according to industry or enterprise standards 3.4 Assemble work and transport to agreed presentation site 3.5 Present, display or install work at site according to project requirements
4. Use media opportunities to promote work	4.1 Identify and coordinate media and promotion opportunities for project 4.2 Prepare artist statement, supporting visual materials and other required information for media 4.3 Supply media package to selected media services and collect, collate and follow up on media responses
5. Review shoot	5.1 Review feedback and evaluate personal performance in shoot context 5.2 Catalogue and archive photo images according to industry standards 5.3 Maintain contractual and financial records for business and taxation purposes
6. Wrap up shoot	6.1 Reinstall equipment and shoot site to original condition according to manufacturer's standards 6.2 Update work samples of visual art photo images for self-promotional purposes 6.3 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 information related to application conditions and processes, concepts and techniques, and professional practice requirements
Writing	- Prepares detailed information required for funding application submissions using required vocabulary, structure, format and protocols - Develops structured project plans that convey development stages, related time allowances and workflow procedures - Develops visual and textual records of project realisation and presentation as a resource for future applications
Oral Communication	- Participates in detailed discussions with required personnel to elicit advice, recommendations and critical feedback using tone and language required to the context - Uses effective listening and open questioning techniques to clarify information and confirm understanding
Numeracy	Performs accurate calculations to estimate project costs and timeframes, prepare final budget and maintain financial records
Self-management	- Meets workplace expectations to prepare for project work in compliance with media codes of practice, safety and intellectual property legislation, required insurances and releases - Assesses project outcomes including reflection on own performance to identify improvements and future creative opportunities in own practice
Teamwork	- Identifies and uses appropriate communication methods and practices to collaborate with required personnel - Seeks constructive feedback to confirm approach meets requirements - Recognises the value of making connections with the media to raise creative profile
Planning and organising	- Uses systematic planning and processes to identify funding sources, prepare project applications and determine creative methodologies - Manages final image production and integration into creative products, reviewing work quality and progress for consistency with specifications and timelines, and completes archiving procedures - Organises presentation of photo images at appropriate site, determines suitable promotional material and follows up media responses to the event

Unit Mapping Information

Supersedes and is equivalent to CUAPHI509 Plan and produce visual art 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 CUAPHI539 Plan and produce visual art photo images

Modification History

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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

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