



Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI06A Plan and carry out image capture in response to a brief

Release: 1

Modification History

Not Available

INTRODUCTION

UNIT DESCRIPTOR	This unit describes the skills and knowledge required to plan and set up a shoot using a range of image capture techniques with digital and/or analogue equipment. The unit builds on unit CUVPHI05A Use a 35mm SLR camera or digital equivalent. It is a specialisation unit and refers to skills and knowledge required for photoimaging. This work would usually be carried out under limited supervision. Current photoimaging industry practice relies increasingly on digital imaging processes and this should be reflected in training and assessment of this unit. Analogue equipment and processes may be used to support this as appropriate to the specific context.
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ELEMENT

PERFORMANCE CRITERIA

1 Interpret the brief	• Correctly interpret the specifications of the brief • Determine the user or client for the proposed object to inform design decisions • Clarify specifications, parameters or constraints of the brief in consultation with relevant colleagues • Source and evaluate information pertinent to the brief •
2 Plan and set up the shoot	• Select appropriate location in accordance with brief • Select appropriate model/s or subject/s and/or props consistent with brief • Select suitable camera systems and accessories and lighting consistent with brief • Select appropriate light sensitive media for image capture • Consider and implement appropriate safety procedures for shoot • Safely set up cameras, lighting, accessories, and props to meet requirements •
3 Capture images	• Adjust/calibrate settings for camera exposure and subject lighting consistent with purpose of the brief • Consider the time-specific nature of action or movement of the subject • Operate camera(s) at the determined specified time • Reflect on anticipated outcome to ensure that images are captured consistent with the purpose of the brief

- Accurately document the work progress as required
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- 4 Restore work area and equipment
 - Safely dismantle work area after use
 - Minimise and clean up waste in accordance with safety requirements
 - Clean and maintain equipment in accordance with manufacturer's instructions
 - Store equipment in accordance with workplace procedures and ensure readiness for future use
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RANGE STATEMENT

The following explanations identify how this unit may be applied in different workplaces, sectors and circumstances.

Safely means in accordance with Federal, State and Territory legislation, regulations and standards.

The brief:

- describes and specifies the work to be completed
- is usually prepared by a commissioning person, body or organisation, eg supervisor, client, a collaborator in a project or be self directed
- may be written, diagrammatic, visual or verbal

Specifications would be articulated in the brief and may refer to:

- purpose
- audience
- medium
- style

The purpose for image capture may be:

- portraiture
- editorial
- corporate
- work of art
- photo-documentary
- press and public relations
- architectural/the built environment
- still life
- natural history
- scientific
- close-up
- sport
- landscape
- illustrative

Parameters or constraints may refer to:

- cost of production, including camera format, materials and lighting equipment required, model/s or subject/s and props
- number of photographs to be produced
- suitability of image for different audiences or use limitations

	• media used, equipment, location and lighting
Relevant colleagues may include:	• supervisor • client • other people working on the project
Information pertinent to the brief may be about:	• industry standards • design standards • material/chemical characteristics and capabilities • stylistic considerations • legal, contractual, ethical and copyright considerations • health and safety • technological considerations • capabilities of equipment
Camera systems and accessories must include:	• digital cameras • 35mm SLR cameras • 120mm camera formats • appropriate accessories for the above
Camera systems and accessories may include:	• 4 x 5 cameras • tripods • filters • instant imaging film backs • macro and close-up systems • range of lenses • exposure meters • cable releases • equipment cases, bags and trunks • motor drives • lighting equipment consistent with purpose of the brief • associated electrical cabling • portable generator • tools for assembling props
Materials include a range of light	• gaffer tape

sensitive media and may also include:

- a range of materials for props
- First Aid kit

Camera settings exposure relates to exposure meter techniques such as:

- reflected
- incident
- spot
- contrast evaluation

Techniques would involve a range of lenses (angle of view and perspective) and variations in aperture and shutter speed

Time-specific nature of action may involve consideration of:

- expression
- decisive moment
- conjunction of elements
- juxtaposition of elements/subjects with the image
- peak action
- meteorological information

Reflecting on the outcome may involve:

- checking that adjustments to camera were correct and consistent with purpose for image capture
- reviewing the image by using instant films
- reviewing digital image on camera/computer screen

Documenting the work progress may involve:

- diagrams
- storyboards
- time for activity
- amount of film required – planned as against actual
- exposure calculations
- lighting schema
- budget planned costs as against actual

EVIDENCE GUIDE

Underpinning skills and knowledge	Assessment must include evidence of the following knowledge and skills: • general knowledge about the techniques of image capture for different purposes • physical properties and capabilities of the range of camera exposure systems • styles and types of photographs/images that are required in different industry sectors • organisational and legislative occupational health and safety procedures in relation to the use of image capture techniques for different purposes • elements and principles of design and how these may be used in photoimaging work • work space requirements for image capture work including selection and set up of work space for particular types of image capture • general knowledge about how to interpret a brief • theoretical and historical contexts for photoimaging and how this may be used to inform own photoimaging practice • environmental issues associated with the equipment and materials used in the image capture work • general knowledge about other photographers, their work, ideas and techniques • copyright, moral rights and intellectual property issues and legislation associated with image capture work • literacy skills sufficient to interpret the brief, instruction and procedures • numeracy skills sufficient to interpret technical charts/diagrams and safety labels and procedures
Linkages to other units	It is highly recommended this unit be assessed with or after the following unit: • CUVPHI05A • Use a 35mm SLR camera or digital equivalent
Critical aspects of evidence	The following evidence is critical to the judgement of competence in this unit: • correct interpretation of a brief • selection and application of equipment, materials, lighting and image capture techniques consistent with the purpose of the brief

Method and context of assessment	The assessment context must provide for: • project or work activities that allow the candidate to select and apply image capture techniques for a range of purposes • presence of time constraints that reflect industry practice and standards Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include: • direct observation of the candidate undertaking image capture • evaluation of images produced by the candidate • questioning and discussion of the image capture techniques and their use • review of folios of evidence • third party workplace reports of performance by the candidate. Assessment methods should closely reflect workplace demands (eg literacy) and the needs of particular groups (eg people with disabilities and people who may have literacy and numeracy difficulties such as speakers of languages other than English, remote communities and those with interrupted schooling).
Resource requirements	Assessment of this unit requires access to the materials, resources and equipment needed for image capture.

KEY COMPETENCY LEVELS

Key competencies are built into all workplace competencies. The table below describes those applicable to this unit. Trainers and assessors should ensure that they are addressed in training and assessment.

Level 1 = Perform

Level 2 = Administer and Manage

Level 3 = Design and Evaluate

Key competencies	Level	Examples
Collecting, organising and analysing information	2	Evaluating brief specifications
Communicating ideas and information	1	Documenting the work progress
Planning and organising activities	2	Setting up a shoot
Working with others and in teams	1	Liaising with others at a shoot
Using mathematical ideas and techniques	1	Calculating settings
Solving problems	2	Adjusting work to improve quality of output
Using technology	2	Using a range of camera systems for different purposes