



Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI506A Produce commercial photoimages

Release: 1

CUVPHI506A Produce commercial photoimages

Modification History

Not Applicable

Unit Descriptor

Unit descriptor This unit describes the performance outcomes, skills and knowledge required to produce commercial photoimaging products for art directors and direct clients.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit This unit applies to the production of commercial photoimaging products by advertising, architectural, commercial, fashion and industrial photographers. Working with limited/no supervision, commercial photographers usually respond to closed or open briefs supplied by art directors or direct clients. A normal commercial workflow requires liaison with designers, graphic designers, advertising agency creatives, art directors, post-production and pre-press coordinators. Commercial photographers are often responsible for supervising others (e.g. assistants).

This unit requires the application of skills and knowledge in order to respond to a brief, prepare quotes, plan/prepare shoots, process/optimize images, supply images to clients, bill clients and liaise/consult with a range of associated and allied persons, workteams, government agencies and private enterprises.

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units

The following units or demonstrated equivalence are required prior to undertaking this unit:

- CUVDES04A Integrate colour theory and design processes in response to a brief
- CUVPHI04A Apply photoimaging lighting techniques
- CUVPHI05A Use a 35mm SLR camera or digital equivalent
- CUVPHI06A Plan and carry out image capture in response to a brief
- CUVPHI07A Process photoimages to work print/file stage
- CUVPHI08A Enhance, manipulate and output photoimages.

Employability Skills Information

Employability skills

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

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|---|---|
| <p>1 Establish and define requirements for a range of commercial projects.</p> | <p>1.1 Evaluate requirements of client brief for a range of commercial photoimaging shoots.</p> <p>1.2 Research sources of information for contemporary styles and conceptual/aesthetic approaches to similar commercial photoimaging shoots.</p> <p>1.3 Clarify sample layouts/other visual references with appropriate person/s.</p> <p>1.4 Prepare job, creative fee and usage estimates for a range of commercial photoimaging shoots.</p> <p>1.5 Meet with client to confirm shoot responsibilities and refine/define shoot requirements.</p> <p>1.6 Prepare terms and conditions/quotation for shoot in accordance with client deadlines and check against initial estimate.</p> <p>1.7 Make agreement and complete contract with client or commissioning agent (where applicable).</p> |
| <p>2 Prepare for shoot.</p> | <p>2.1 Research/adopt professional practice arrangements for shoot and confirm with appropriate person/s.</p> <p>2.2 Investigate site-specific OHS, licence and permit requirements.</p> <p>2.3 Consider shoot requirements and make test shots to refine skills for shoot.</p> <p>2.4 Prepare shoot management timelines and make appropriate shoot preparations.</p> <p>2.5 Negotiate with necessary parties for access to models, locations and other subject/s.</p> |
| <p>3 Shoot images, proof and optimise work to client specifications.</p> | <p>3.1 Capture in-production images to agreed style and content within shoot context.</p> <p>3.2 Confirm (with client/commissioning agent) any changes that occur during the shoot that may lead to cost variances.</p> <p>3.3 Work with production team, proof images and seek feedback from client/art director on shoot</p> |

ELEMENT**PERFORMANCE CRITERIA**

progress and image selection.

3.4 **Optimise images** and output **creative product** to agreed client specifications using industry standards.

3.5 Prepare work for electronic/physical dispatch and presentation/publication within the shoot context.

3.6 Prepare invoice/account for client.

3.7 Deliver completed images/creative product to client with invoice/account and copy of licence and confirm client satisfaction.

4 Wrap up and review shoot.

4.1 Check and reinstate equipment, studio and props.

4.2 Catalogue and archive images/creative product appropriately.

4.3 Maintain contractual and financial records for business and taxation purposes.

4.4 Review client response and personal performance within shoot context.

4.5 Identify future opportunities, work directions, equipment needs and workflow changes resulting from the shoot.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills:

- photoimaging skills sufficient to create/optimise files and film to commercial photoimaging industry standards
- research skills sufficient to:
 - compare contemporary styles and conceptual/aesthetic approaches to commercial photoimaging
 - maintain professional practice arrangements for commercial photoimaging

REQUIRED SKILLS AND KNOWLEDGE

- critical thinking skills sufficient to:
 - recognise/address barriers to effective photoimaging workflow
 - employ reflective questioning to analyse performance
- literacy skills sufficient to develop and interpret business documents and contracts
- numeracy skills sufficient to:
 - develop and use complex spreadsheets
 - maintain contractual/financial records for business/taxation purposes
 - prepare budgets, quotations and invoices for clients
- planning and organising skills sufficient to:
 - coordinate activities of models, assistants, creative and production teams
 - interpret and respond to photoimaging briefs
 - organise shoots on location/in studio and prepare shoot management timelines
- communication skills sufficient to:
 - establish/nourish industry links with clients, contractors and employees
 - make business presentations
 - negotiate prices/fair exchange of services with clients and project stakeholders
 - negotiate/relate with clients, models, creative teams and project stakeholders
 - seek feedback from client/art director on shoot progress and image selection
 - work effectively with diversity and deal empathetically with subjects
- learning skills sufficient to review personal performance within shoot context
- problem solving skills sufficient to identify/rectify equipment malfunction/failure
- teamwork skills sufficient to work with a production team
- technology skills sufficient to check and reinstate equipment, studio and props.

Required knowledge:

- architectural, advertising, commercial, fashion and industrial photoimaging practices and products
- business practice (e.g. partnerships, contracts, intellectual property, copyright, legal, moral, insurance, financial, budget, political, OHS, licences and permits)
- relationship between photoimaging practitioner and the client/art director
- selection, testing and evaluation of technology to ascertain suitability for commercial production purposes
- traditions and contemporary issues that inform commercial photoimaging practice
- working with government institutions/regulations relating to commercial photoimaging practice.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- ability to apply a typical workflow in commercial photoimaging professional practice
- ability to interact and liaise with clients, art directors and associated professionals
- ability to apply business, coordination and negotiation skills to own photoimaging work practices
- ability to apply technical and imaging skills, including capturing/optimising commercial images.

Context of and specific resources for assessment

Assessment must ensure:

- access to a range of photoimaging production equipment employed in a commercial context (e.g. cameras, computers, software, printers, darkrooms, studios, lighting, accessories)
- access to a range of locations and studios for commercial photoimaging shoots
- access to sources of information to research contemporary styles and conceptual/aesthetic approaches to commercial photoimaging
- opportunity for collaboration with or in allied industries (e.g. design, fashion, make-up, food styling, engineering, architecture, graphic art, printing)
- access to appropriate learning and assessment support when required
- the use of culturally appropriate processes, and techniques appropriate to the oracy, language and literacy capacity of the assessee and the work being performed.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

EVIDENCE GUIDE

- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by candidate
- direct observation of candidate applying a typical workflow in commercial photoimaging professional practice
- case studies to assess candidate's ability to research contemporary styles and conceptual/aesthetic approaches to commercial photoimaging
- participation in/observation of professional design, advertising and photography/photoimaging award/s
- review of photoimaging products against commercial industry standards and service specifications.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- CUVPHI501A Research role and use of the photoimage in visual communication
- CUVPHI502A Research and exploit photoimaging trends
- CUVPHI503A Explore the descriptive and emotive nature of photo lighting
- CUVPHI504A Investigate and exploit innovative imaging options
- CUVPHI505A Produce an innovative presentation package of professional work
- CUVPHI514A Employ colour management in a digital imaging workplace.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Client brief may include:

- closed brief/open brief
- self-commissioned for folio or self-promotion.

Commercial photoimaging shoots may include:

- advertising (figurative, non-figurative)
- architectural (internal, external)
- catalogue/corporate report
- fashion/food
- industrial (small product, structural).

Sources of information may include:

- contemporary media (newspapers, television, magazines)
- internet sites
- interviews
- personal experiences
- professional awards
- professional libraries
- workshops, seminars, conferences.

Appropriate person/s may include:

- members of creative teams
 - art directors
 - client representatives
 - designers
- members of relevant professional associations
- mentors/peers
- practising commercial photographers, photoimagists or members of allied fields.

RANGE STATEMENT

Shoot responsibilities may include:

- check estimate against budget and make necessary adjustments to date, props, location, talent
- confirm budget with client
- confirm legal aspects of the shoot (e.g. copyright, licensing issues and intellectual property rights)
- control the creative product and the shoot
- negotiate and sign contract
- pay bills of third party suppliers/service providers
- receive purchase order from client
- select and hire model/s
- select locations, props, backgrounds
- send confirmation/quotation to client and include:
 - cover note
 - creative fee and usage
 - duration, media and region
 - terms and conditions
- sign-off on creative product.

Shoot requirements may include:

- analogue or digital capture technologies and supporting accessories
- food and accommodation
- layout references
- model/s, props, backgrounds and hire options for equipment
- photoimaging lighting:
 - ambient
 - light painting/light tents
 - light/shadowless tables
 - mixed lighting
 - multi-flash
 - supplementary (electronic flash/tungsten/fluorescent/other)
- processing requirements for image work created
- production team
- studio, location (internal/external)
- the creative product (how it is to be used/what the client specifies)
- timelines for stages of commercial workflow
- transportation of team/equipment

RANGE STATEMENT

- use of studio style or other as specified by client.

Professional practice arrangements may include:

- contracts
- copyright, licensing and intellectual property rights
- creative product archive/digital asset management
- financial management
- insurance; personal public risk, accident and sickness, equipment, completed creative product transportation and storage
- licences and permits
- model and property releases
- OHS
- project budget management.

Shoot preparations may include:

- assemble and check all equipment
- brief assistants/members of creative team
- conceptualise involvement in creative process
- confirm time/place/requirements for all aspects of the shoot that will be supplied by others
- undertake weather check for location shoots.

Shoot context may include:

- agreed sign-off protocols
- application of teamwork and management skills conducive to a creative environment
- colour management specifications
- format/orientation of image
- provision of innovative suggestions/options to improve creative product
- scope of the brief
- technical requirements of creative product
- timelines.

Production team may include:

- art director/direct client
- assistants for:
 - camera equipment
 - digital systems
- home economists
- location scout

RANGE STATEMENT

- make-up artists, hairdressers and stylists
- post-production coordinator/s
- set builders.

Optimise images may include:

- maintain quality/integrity of the digital data
- process files:
 - capture
 - digital negative
 - RAW
 - bit depth
 - colour space
 - digital asset management
 - file dimensions/size in pixels
 - file format (e.g. JPEG, TIFF, PSD, PDF)
 - file naming, metadata, captions and inclusion of file information data
 - multiple file formats
 - transfer media (e.g. CD, DVD, internet)
 - uncompressed/compressed files
- retouch, enhance, photo-montage (as requested)
- use appropriate colour space.

Creative product may include:

- colour film transparencies to specified format
- digital files as specified
- print/s to specified size, mounting and finish.

Unit Sector(s)

Not Applicable

Competency field

Competency field

Design and Visual Communication - Photoimaging