



Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI507A Provide domestic portrait services

Release: 1

CUVPHI507A Provide domestic portrait services

Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to provide photoimaging services for domestic 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 provision of domestic portrait photoimaging services. The unit deals with documenting and producing (in images) key moments, moods and events based around family, individuals and gatherings. The domestic photographer creates and delivers images with a quality/consistency greater than that achieved by an enthusiast. Domestic portrait images/creative products have no agreed resale value by the subject and are for personal collection/use. Domestic portrait photographers are often responsible for supervising assistants.

This unit aligns to the workflow associated with the professional domestic portrait photoimaging sector and requires the application of skills/knowledge in order to respond to the needs of domestic clients, prepare pricing schedules, plan/prepare shoots, process/optimize images, supply images/integrated presentation products, bill clients and liaise/consult with a range of 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:

- 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
- 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

- | | |
|--|--|
| <p>1 Select domestic photoimaging services to market to public clients.</p> | <p>1.1 Research <i>sources of information</i> for contemporary styles and conceptual/aesthetic approaches to <i>domestic subjects</i>.</p> <p>1.2 Develop a <i>studio style</i> and ascertain relevance/suitability to intended target audience.</p> <p>1.3 Develop work samples representative of studio style for marketing/promotional purposes.</p> <p>1.4 Prepare pricing schedule, order forms, terms of trade and contracts for <i>domestic photoimaging services</i>.</p> <p>1.5 Research/adopt <i>professional practice arrangements</i> for shoot and confirm with <i>appropriate person/s</i>.</p> <p>1.6 Promote and market domestic photoimaging services to potential clients.</p> |
| <p>2 Liaise with client and prepare for shoot.</p> | <p>2.1 Meet with client to confirm <i>shoot responsibilities</i> and refine/define <i>shoot requirements</i>.</p> <p>2.2 Employ empathetic questioning to determine and refine the required domestic photoimaging services.</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 <i>shoot preparations</i>.</p> <p>2.5 Negotiate with necessary parties for access to locations and other subject/s.</p> |
| <p>3 Shoot images, proof and optimise work to client specifications.</p> | <p>3.1 Capture images to agreed style and content within <i>shoot context</i>.</p> <p>3.2 Work with a <i>production team</i>, <i>proof images</i> and seek feedback from client on shoot progress and image selection.</p> <p>3.3 <i>Optimise images</i> to agreed client specifications using industry standards.</p> <p>3.4 Output optimised images and/or integrated presentation products to agreed client specifications using a range of <i>service</i></p> |

ELEMENT**PERFORMANCE CRITERIA*****suppliers.***

3.5 Pack work for electronic/physical dispatch and deliver to agreed destination by appropriate method/s.

4 Wrap up and review shoot.

4.1 Maintain quality and working condition of equipment, studio and props.

4.2 Review pricing schedule and prepare invoice for client.

4.3 Review client response and personal performance within shoot context.

4.4 Catalogue and archive optimised images and/or integrated presentation products appropriately.

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

4.6 Update work samples of domestic photoimaging services for marketing/promotional purposes.

4.7 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 meaningful images in private/public spaces in a respectful manner
 - file/film optimisation/creation/archive to domestic photoimaging industry standards
 - use industry standard digital media, design and presentation technologies
- research skills sufficient to:
 - compare contemporary styles and conceptual/aesthetic approaches to domestic photoimaging
 - maintain professional practice arrangements for domestic 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:
 - maintain contractual/financial records for business/taxation purposes
 - prepare budgets, quotations and invoices for clients
- planning and organising skills sufficient to:
 - coordinate activities of assistants and production teams
 - interpret and respond to photoimaging briefs
 - organise shoots on location/in studio and prepare shoot management timelines
- communication skills sufficient to:
 - develop rapport with subject/s and recognise/overcome tension and nervousness that may arise from subjects having photographs taken
 - empathetic skills in dealing with photoimaging subjects
 - establish/nourish industry links with suppliers, contractors and employees
 - negotiate prices/fair exchange of services with clients and project stakeholders
 - relate to individuals and groups from a diverse range of age groups, religious, racial and cultural areas
 - resolve complaints/disputes
 - seek feedback from clients 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:

- domestic 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 clients
- selection, testing and evaluation of technology to ascertain suitability for domestic production purposes
- traditions and contemporary issues that inform domestic photoimaging practice
- working with government institutions/regulations relating to domestic 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 domestic photoimaging professional practice
- ability to interact and liaise with clients 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 domestic images.

Context of and specific resources for assessment

Assessment must ensure:

- access to a range of photoimaging production equipment employed in a domestic context (e.g. cameras, computers, software, printers, darkrooms, studios, lighting and accessories)
- access to a range of locations and studios for domestic photoimaging shoots
- access to sources of information to research contemporary styles and conceptual/aesthetic approaches to domestic photoimaging
- opportunity for collaboration with or in allied industries (e.g. designers, fashion stylists, make-up artists, hairdressers, processing labs/printers, bookbinders and presentation specialists)
- 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.

EVIDENCE GUIDE

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:

- 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 domestic photoimaging professional practice
- case studies to assess candidate's ability to research contemporary styles and conceptual/aesthetic approaches to domestic photoimaging
- participation in/observation of professional domestic photography/photoimaging award/s
- review of photoimaging products against domestic 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.

Sources of information may include:

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

Domestic subjects may include:

- adolescents
- babies and children
- celebration events (parties, family gatherings)
- cultural and religious occasions
- engagement couples
- formals and debutantes
- glamour and boudoir
- graduations
- groups (school, social, sporting)
- personal portraiture
- pregnant mothers
- seniors.

Studio style may include:

- unique and recognisable photographic and print/album look, including factors such as:
 - depth of field
 - exposure compensation
 - framing/cropping
 - lens focal length

RANGE STATEMENT

- point of view (POV) photography
 - post-capture image treatment.
- Domestic photoimaging services*** may include
- digital files (for use on the internet or inclusion in personal digital media presentations/documents)
 - DVDs and digital media presentations
 - framed/loose/mounted prints
 - passports/ID
 - portraits
 - individuals
 - couples
 - groups
 - prints in/for albums and books.
- 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/talent and property releases
 - moral and ethical codes of practice
 - OHS
 - project budget management.
- Appropriate person/s*** may include:
- members of production team
 - members of relevant professional associations
 - mentors/peers
 - practising domestic photographers, photoimagers or members of allied fields.
- Shoot responsibilities*** may include:
- confirming legal aspects of the shoot
 - controlling the creative product
 - controlling the shoot
 - negotiating and signing contract

RANGE STATEMENT

- paying bills
- selecting locations, props, backgrounds.

Shoot requirements may include:

- analogue or digital capture technologies and supporting accessories
- hire options for equipment
- model/s, props, backgrounds
- photoimaging lighting
 - ambient
 - mixed lighting
 - 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 domestic workflow
- transportation of equipment.

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:

- application of teamwork and management skills conducive to a creative environment
- colour management specifications
- format/orientation of image
- technical requirements of creative product
- developing rapport with subject/s
- overcoming client tension/nervousness that may arise from subject/s having photograph/s taken
- the studio style
- timelines.

RANGE STATEMENT

Production team may include:

- assistants
- child minders
- make-up and hairdressing
- post-production coordinator/s
- stylists.

Proof images may include:

- presenting proofs in a viewing session:
 - as contact sheets or proof prints to appropriate size/s
 - as digital images (via camera display, on a computer screen and/or projected by a data projector)
 - as projected transparencies
- proofing method/s.

Optimise images may include:

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

Service suppliers may include:

- bookbinders and album-makers
- digital media specialists
- external printers and framers
- in-house printers and framers.

Unit Sector(s)

Not Applicable

Competency field

Competency field Design and Visual Communication - Photoimaging