



Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI508A Produce media photoimages

Release: 1

CUVPHI508A Produce media photoimages

Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to produce media photoimages for newspaper and magazine editors.

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 media photoimages. Media photoimaging covers the production of images for publication in newspapers, magazines, reports and communications. Media photographers usually work unsupervised, although they are often accompanied by journalists and may also work with a range of creative personnel, including make-up/beauty artists, fashion and/or food stylists, graphic designers and clients.

This unit aligns to the workflow associated with the press and public relations industry and requires the application of skills and knowledge in order to interpret and follow editor/editorial team assignments; work with journalists, graphic designers, members of the public and a range of professional personnel (e.g. police, firemen, ambulance, security guards); work in environments of charged human emotion and stress, undertake post-shoot processing and image optimisation; supply/transmit images in electronic or physical form and liaise/consult with a range of associated and allied persons, work teams, government agencies and private enterprise.

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units

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

- 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

- | | |
|---|--|
| 1 Liaise with client to determine media assignment. | <ul style="list-style-type: none">1.1 Research <i>sources of information</i> for contemporary styles and conceptual/aesthetic approaches to similar subject material.1.2 Meet with editor, editorial/PR team or journalist to refine/define <i>shoot requirements</i>.1.3 Evaluate requirements of the media assignment and <i>destination publication usage</i> and confirm with <i>appropriate person/s</i>. |
| 2 Prepare for shoot. | <ul style="list-style-type: none">2.1 Consider shoot requirements, research/adopt <i>professional practice arrangements</i> for shoot and confirm with appropriate person/s.2.2 Prepare shoot management timelines and make appropriate <i>shoot preparations</i>.2.3 Negotiate with necessary parties for access to locations and other subject/s. |
| 3 Shoot images and optimise work to client specifications. | <ul style="list-style-type: none">3.1 Capture images within <i>shoot context</i> and record necessary detail for caption.3.2 <i>Optimise images</i> to necessary specifications using media industry standards and complete caption details.3.3 Output and/or transmit <i>media product</i>.3.4 Archive images appropriately. |
| 4 Wrap up and review shoot. | <ul style="list-style-type: none">4.1 Check and reinstate equipment.4.2 Review response from editor, editorial/PR team or journalist and consider personal performance within shoot context.4.3 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 and public spaces in a respectful manner
 - file/film optimisation/creation (incl. FTP) to photoimaging industry standards
- research skills sufficient to:
 - compare contemporary styles and conceptual/aesthetic approaches to media, press and public relations photoimaging
 - maintain professional practice arrangements for media, press and public relations photoimaging
- critical thinking skills sufficient to:
 - recognise/address barriers to effective photoimaging workflow
 - employ reflective questioning to analyse performance
- literacy skills sufficient to write basic captions to accompany media photoimages
- numeracy skills sufficient to maintain records of travelling and out-of-pocket expenses for reimbursement purposes
- communication skills sufficient to:
 - clarify access and release issues relevant to street photography, property releases and photographing in public spaces (e.g. as it relates to confrontation with overzealous members of the public and community services)
 - negotiate access with subjects and media product developers
 - negotiate prices/fair exchange of services with clients and project stakeholders
 - recognise/overcome tension and nervousness in subjects
 - resolve complaints/disputes
 - seek feedback from clients on shoot progress and image selection
 - speak at editorial team meetings and maximise networking opportunities
 - work effectively with diversity, deal empathetically and clearly direct subjects
- learning skills sufficient to review personal performance within shoot context
- planning and organising skills sufficient to:
 - interpret and respond to photoimaging briefs
 - organise shoots on location/in studio and prepare shoot management timelines
- problem solving skills sufficient to identify/rectify equipment malfunction/failure
- teamwork skills sufficient to work with an editorial/PR team
- technology skills sufficient to check and reinstate equipment.

Required knowledge:

- business practice (e.g. partnerships, contracts, intellectual property, copyright,

REQUIRED SKILLS AND KNOWLEDGE

- legal, moral, insurance, financial, budget, political, OHS, licences and permits)
- media, press and PR photoimaging environment (including practices and products)
- moral and ethical issues relevant to media photoimaging
- relationship between photoimaging practitioner and employers, the community, professional bodies and associations
- selection, testing and evaluation of technology to ascertain suitability for media photoimaging purposes
- traditions and contemporary issues that inform domestic photoimaging practice
- working with government institutions/regulations relating to media environment.

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 media photoimaging professional practice
- ability to apply coordination and negotiation skills to own photoimaging work practices
- ability to apply technical and imaging skills, including capturing/optimising media images
- ability to interact and liaise with clients, members of the public, community services personnel and associated professionals
- ability to participate as an image provider within the media industry.

Context of and specific resources for assessment

Assessment must ensure:

- access to a range of photoimaging production equipment employed in a media context (e.g. cameras, computers, software, printers, darkrooms, studios, lighting and accessories)
- access to a range of locations and studios for media

EVIDENCE GUIDE

photoimaging shoots

- access to sources of information to research contemporary styles and conceptual/aesthetic approaches to media photoimaging
- opportunity for collaboration with or in allied industries (e.g. journalists/feature writers, graphic artists, fashion and food stylists, make-up artists, hairdressers)
- 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:

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

EVIDENCE GUIDE

- CUVPHI504A Investigate and exploit innovative imaging options
- CUVPHI505A Produce an innovative presentation package of professional work
- CUVPHI506A Produce commercial photoimages.

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.

Shoot requirements may include:

- analogue or digital capture technologies and supporting accessories
- hire/loan options for equipment
- models, props, backgrounds
- photoimaging lighting:
 - ambient
 - supplementary (electronic flash/tungsten/fluorescent/other)
 - mixed lighting
- processing requirements for image work created
- production team
- studio, location (internal/external)
- the media product (how it is to be used/what the client specifies)
- timelines for stages of media workflow
- transportation of equipment.

Destination publication usage may include:

- advertorials
- corporate portraiture
- cover or lead image for article

RANGE STATEMENT

- fashion
- features
- food
- general news
- glamour
- illustrative
- photo essay
- photomontage
- soft news
- sport
- spot news.

Appropriate person/s may include:

- editors, pictorial editors, journalists and peers
- members of professional associations
- mentors/peers
- practising domestic photographers, photoimagists or members of allied fields.

Professional practice arrangements may include:

- codes of practice applicable to content and truthfulness of images captured/optimised for publication
- copyright and licensing
- insurance (personal public risk, accident and sickness, equipment)
- licences and permits
- media product transportation, archive/digital asset management and storage
- moral rights and legal issues for media work
- OHS
- respect for individuals.

Shoot preparations may include:

- assemble and check all equipment
- 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.

RANGE STATEMENT

Shoot context may include:

- application of teamwork and management skills conducive to a media environment
- meetings with individuals:
 - entertainers or public figures
 - members of the public
 - politicians
- meetings with groups:
 - 'Grip 'n' grin' presentation
 - public rally or street march
- shoot locations, including:
 - architectural/urban
 - farm/wilderness
 - industrial or commercial premises
 - motor vehicle, train or aeroplane crash sites
 - parks and gardens
 - performing arts theatre
 - scene of a crime
 - sports fields
- technical requirements for image to be optimised and transmitted direct from the site
- timelines.

Optimise images may include:

- digital files as specified:
 - bit depth
 - colour space (RGB/CMYK)
 - digital asset management
 - file dimensions/size in pixels
 - file format (JPEG, TIFF, EPS, PSD, PDF)
 - file naming, captions and inclusion of file information data
 - multiple file formats
 - transfer media (CD, DVD, intranet, internet)
 - uncompressed/compressed files
- maintain quality/integrity of the digital data
- process and scan film or download digital files
- review and edit images.

RANGE STATEMENT

Media product may include:

- analogue images as prints and transparencies
- digital photoimages.

Unit Sector(s)

Not Applicable

Competency field

Competency field Design and Visual Communication - Photoimaging