



Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI512A Make illustrative images for publication and display

Release: 1

CUVPHI512A Make illustrative images for publication and display

Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to produce illustrative photoimaging images for publication and display.

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 images which are intended as visual communicators of concepts, ideas and factual information in order to invoke emotive responses in the viewer. These images are destined for use in a wide range of publishing and display environments, including scientific, technical, book and magazine publication, promotion and the internet.

Working with limited/no supervision, illustrative photographers occasionally work with creative personnel, including agents, content specialists, editors, publishers, art directors, pre-press specialists, designers and clients. Illustrative photographers are sometimes responsible for supervising others (e.g. assistants).

This unit requires the application of skills and knowledge in order to respond to, conceptualise and interpret a brief, plan/prepare shoots, process/optimize images, supply image and/or integrated presentation product to clients and liaise/consult with a range of associated and allied persons, work teams, 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.

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 Establish and define requirements for a range of illustration projects.	1.1 Evaluate requirements for a range of illustrative photoimaging projects. 1.2 Research sources of information for contemporary styles and conceptual/aesthetic approaches to similar illustrative photoimaging projects. 1.3 Clarify sample layouts/other visual references with appropriate person/s. 1.4 Prepare job, creative fee and usage estimates for a range of illustrative photoimaging projects. 1.5 Meet with client to confirm shoot responsibilities and refine/define shoot requirements. 1.6 Prepare terms and conditions/quotation for shoot in accordance with client deadlines and check against initial estimate. 1.7 Make agreement and complete contract with client.
2 Prepare for shoot.	2.1 Research/adopt professional practice arrangements for shoot and confirm with appropriate person/s. 2.2 Establish a range of designs for products and content of product within the shoot context and confirm with client. 2.3 Consider shoot requirements and make test shots to refine designs for creative product. 2.4 Liaise with associated professionals for establishing publication or presentation arrangements. 2.5 Investigate site-specific OHS, licence and permit requirements. 2.6 Negotiate with necessary parties for access to props, locations, talent, apparel and fashion accessories. 2.7 Prepare shoot management timelines and make appropriate shoot preparations.
3 Shoot images,	3.1 Capture images within shoot context.

ELEMENT	PERFORMANCE CRITERIA
proof and optimise work to client specifications.	3.2 Confirm (with agency/client) any changes that occur during the shoot that may lead to cost variances. 3.3 Work with production team, proof images and seek feedback from client/art director on shoot 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:
 - archive, maintain and manage film and digital assets

REQUIRED SKILLS AND KNOWLEDGE

- create/optimise files and film to illustrative photoimaging industry standards
- exhibit, transport and display photoimaging products in an illustrative context
- use an extended range of photoimaging, design and allied technologies within the illustrative environment
- research skills sufficient to:
 - access information on all aspects associated with a illustrative shoot
 - compare contemporary styles and conceptual/aesthetic approaches to illustrative photoimaging
 - maintain professional practice arrangements for illustrative photoimaging
 - obtain necessary permits and licences to operate ancillary equipment and work in special locations
- 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
- communication skills sufficient to:
 - engage with clients, subjects, professionals in a meaningful and respectful way
 - establish/nourish industry links with clients, contractors and employees
 - explain and describe work practices and methods
 - negotiate prices/fair exchange of services with clients and project stakeholders
 - negotiate/relate with clients, models, creative teams and project stakeholders
 - resolve complaints and disputes
 - work effectively with diversity and deal empathetically with subjects
- learning skills sufficient to:
 - learn the operation of ancillary equipment
 - review personal performance within shoot context
 - upgrade knowledge required to work in varied locations of illustrative imaging
- 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
- 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 SKILLS AND KNOWLEDGE

Required knowledge:

- business practice (e.g. partnerships, contracts, intellectual property, copyright, legal, moral, insurance, financial, budget, political, OHS, licences and permits)
- selection, testing and evaluation of technology to ascertain suitability for illustrative production purposes
- the broad illustrative photoimaging environment (e.g. scientific, technical, book and magazine publication, promotion, how illustrative image products are utilised)
- traditions and contemporary issues that inform illustrative photoimaging practice
- working with government institutions/regulations relating to the illustrative photoimaging 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 illustrative photoimaging professional practice
- ability to apply business, coordination and negotiation skills to own photoimaging practice
- ability to apply problem solving activities arising from the creative process
- ability to apply technical and imaging skills, including capturing/optimising illustrative images
- ability to interact and liaise with clients and associated professionals.

Context of and specific resources for assessment

Assessment must ensure:

- access to a range of photoimaging production equipment employed in an illustrative context (e.g. cameras, computers, software, printers, darkrooms,

EVIDENCE GUIDE

studios, lighting and accessories)

- access to a range of locations and studios for illustrative photoimaging shoots
- access to sources of information to research contemporary styles and conceptual/aesthetic approaches to illustrative photoimaging
- opportunity for collaboration with or in allied industries (e.g. designers, scientists, educationalists, advertisers, pre-press specialists, processing labs/printers, bookbinders, publishers 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.

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

EVIDENCE GUIDE

- 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.

Illustrative photoimaging projects may include:

- book and magazine covers
- CD sleeves and covers
- creation of 'visual identity' images for commercial use
- design and capture of images for training materials (print and online)
- images for billboard signage
- images for display panels, conferences, trade displays and corporate promotions
- images for murals/commercial interior decoration
- scientific and/or technical subjects.

Sources of information may include:

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

Appropriate person/s may include:

- members of relevant professional associations
- mentors/peers
- practising illustrative photographers, photoimagists or members of allied fields.

Client may include:

- arts professional organisations

RANGE STATEMENT

- commissioning agent
- community organisations
- government institutions
- marketing and promotion professionals
- scientific professionals
- self-commissioned.

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
- layout references
- model/s, props, backgrounds and hire options for equipment
- photoimaging lighting:
 - ambient
 - mixed lighting
 - supplementary (electronic flash/tungsten/fluorescent/other)
- processing and pre-press requirements for image work created
- production team
 - assistant

RANGE STATEMENT

- post-production coordinator/s
- studio, location (internal/external)
- technical considerations based on the technical requirements of the shoot
- the creative product (how it is to be used/what the client specifies)
- the overall 'look' and 'feel' required to satisfy the requirements of the brief
- timelines for stages of illustrative workflow
- transportation of equipment.

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 context may include:

- application of teamwork and management skills conducive to a creative environment
- format/orientation of image
- pre-press specifications
- service being supplied
- style or concept required in creative product
- technical requirements of creative product
- timelines.

Creative product may include:

- digital files for use on the internet or for inclusion in personal digital media presentations/documents
- DVDs and digital media presentations
- images for publication and display in/on:
 - billboards
 - books
 - educational materials

RANGE STATEMENT

- exhibitions
- magazines and newspapers
- scientific and/or technical publications
- websites
- marketing and promotional materials (e.g. posters)
- mounted and or framed print/s
- photoimages and photomontages.

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.

Production team may include:

- assistants for:
 - camera equipment
 - digital systems
- content specialists and professionals
- post-production coordinator/s
- pre-press specialists
- set builders
- stylists.

RANGE STATEMENT

Optimise images may include:

- process RAW/JPEG files
- digital files as required by the industry and pre-press standards for output:
 - 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
 - uncompressed/compressed files
- maintain quality/integrity of the digital data
- retouch, enhance, photo-montage (as requested)
- transfer media (e.g. CD, DVD, internet).

Unit Sector(s)

Not Applicable

Competency field

Competency field Design and Visual Communication - Photoimaging