



Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI401A Capture images in response to a brief

Release: 1

CUVPHI401A Capture images in response to a brief

Modification History

Version	Comments
CUVPHI401A	This version first released with <i>CUV11 Visual Arts, Craft and Design Training Package version 1.0</i>

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to plan and set up a camera shoot using a range of image capture techniques with professional equipment. This unit builds on the skills outlined in CUVPHI302A Capture photographic images.

Application of the Unit

People working as a photographer's assistant apply the skills and knowledge in this unit. They could be employed in photography studios, media companies or corporations in any industry. Photographs could be required for print and electronic media, and for a range of contexts such as weddings and special events, portraits, forensic photography, art photography, galleries, museums and specialist publications.

At this level experimentation and ongoing refinement are required to capture a wide range of images. Work is usually carried out independently, with supervision or guidance available as required.

Licensing/Regulatory Information

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

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Element	Performance Criteria
<i>Elements describe the essential outcomes of a unit of competency.</i>	<i>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.</i>

Elements and Performance Criteria

1. Interpret image capture briefs	1.1 Interpret the <i>specifications of brief</i> 1.2 Take user or client requirements into account when making design decisions 1.3 Identify and clarify any issues in relation to specifications, <i>parameters and constraints</i> in brief 1.4 Source and evaluate <i>information pertinent to briefs</i>
2. Prepare for camera shoots	2.1 Select <i>camera systems and accessories</i> and lighting consistent with the <i>purpose</i> for capturing images 2.2 Organise all other <i>aspects</i> of photo shoots according to brief 2.3 Plan shoots with due regard to safety procedures 2.4 Safely set up cameras, lighting, accessories and props to meet requirements
3. Capture images	3.1 Adjust/calibrate settings for camera <i>exposure</i> and subject lighting consistent with image capture requirements 3.2 Take into account the <i>time-specific nature of action</i> or movement of subjects when capturing images 3.3 Continuously <i>review image capture process and techniques</i> to ensure that requirements of brief are being met 3.4 Discuss work in progress where others are involved in the shoot and modify approach as required 3.5 Complete work progress <i>documentation</i> as required 3.6 Complete image capture work within agreed work parameters
4. Restore work area and equipment	4.1 Safely dismantle work area after use 4.2 Minimise and clean up waste according to safety requirements 4.3 Clean and maintain equipment according to manufacturer instructions 4.4 Report damage to equipment according to enterprise procedures 4.5 Store equipment according to workplace procedures and ensure readiness for future use

Required Skills and Knowledge

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

Required skills

- communication skills to communicate ideas about, and approaches to, image capture
- critical thinking skills to develop ideas and responses to photo imaging briefs
- initiative and enterprise skills to experiment with image capture techniques to produce effects that enhance the final product
- literacy skills to interpret photo imaging briefs, and safety and technical information
- numeracy skills to:
 - interpret technical charts and diagrams
 - work within budget constraints
- self-management skills to plan work tasks
- technical skills to evaluate, adapt and integrate a range of image capture techniques
- technology skills to use a range of digital and 35mm SLR cameras.

Required knowledge

- image capture techniques for different purposes
- physical properties and capabilities of the range of camera exposure systems
- styles and types of photographs or images that are required in different industry sectors
- how elements and principles of design may be used in photo imaging work
- work space requirements for image capture work, including selection and set-up of work space for particular types of image capture
- issues and challenges that arise in the context of photographic shoots
- theoretical and historical contexts for photo imaging and how they may be used to inform own photo imaging practice, including other photographers, their work, ideas and techniques
- intellectual property issues and legislation associated with image capture work
- sustainability considerations related to photo imaging equipment and materials
- OHS requirements for photo imaging shoots.

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.

Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the ability to: • interpret briefs for image capture work • demonstrate a well-developed command of image capture techniques • use digital and 35mm SLR cameras and accessories to capture images according to the requirements of a brief.
Context of and specific resources for assessment	Assessment must ensure access to: • materials, resources and equipment needed for image capture.
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 observation of the candidate undertaking image capture • evaluation of images produced by the candidate • questioning and discussion of image capture techniques and their use • review of portfolios of evidence • review of third-party reports from experienced practitioners. Assessment methods should closely reflect workplace demands (e.g. literacy) and the needs of particular groups (e.g. 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).
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: • CUVPHI403A Apply photo imaging lighting techniques.

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.

Specifications may refer to:	• audience • medium • purpose • style.
Briefs are usually prepared by a commissioning body or organisation and:	• describe and specify work to be completed • may be: • diagrammatic • verbal • visual • written.
Parameters and constraints may refer to:	• considerations such as: • contractual • copyright • ethical • legal • stylistic • limitations on use of images • production budget • production requirements: • camera format • equipment and materials • lighting • location • models or subjects • number of photographs to be produced • props • suitability of image for different audiences • timeframe.
Information pertinent to briefs may be about:	• capabilities of equipment • characteristics of materials and chemicals • design standards • health and safety

	• industry standards • technology.
Camera systems and accessories may include:	• 4 x 5 cameras • associated electrical cabling • cable releases • equipment cases, bags and trunks • exposure meters • filters • gaffer tape • instant imaging film backs • lighting equipment consistent with purpose of briefs • macro and close-up systems • motor drives • portable generator • range of lenses • tools for assembling props • tripods.
Camera systems and accessories must include:	• 120mm camera formats • 35mm SLR cameras • appropriate accessories for the above • digital cameras.
Purpose of images may be:	• close-up • corporate • editorial • forensic • illustrative • landscape • natural history • photo-documentary • portraiture • press and public relations • scientific • sport • still life • technical • to photograph the built environment • work of art.
Aspects may include:	• first aid kit • gaffer tape • light-sensitive media • location

	• models • props • subjects • transport arrangements.
Exposure settings relate to exposure meter techniques, such as:	• contrast evaluation • incident • reflected • spot.
Time-specific nature of action may involve consideration of:	• conjunction of elements • decisive moment • expression • juxtaposition of elements/subjects with images • meteorological information • peak action.
Review of image capture process may involve:	• checking that adjustments to cameras are correct and consistent with purpose for image capture • reviewing digital images on camera or computer screens • using instant film to review images.
Techniques may relate to:	• activating auto focus • setting depth of field: • minimum and maximum hyperfocal points • relationship formula between focal length, distance from subject, and aperture • metering for exposure: • contrast evaluation • grey card • incident • reflected • spot • using focus lock and prefocus • controlling perspective with focal length: • flattened • normal • steepened • working with moving subjects and motion: • freezing movement with high shutter speed • freezing movement with flash • implying movement with second or rear curtain flash sync • panning a moving subject

	• implying movement with slow shutter speeds • capturing a time exposure sequence.
Documentation may involve:	• diagrams • exposure calculations • lighting schema • monitoring planned costs against actual • noting the amount of film used (planned against actual) • storyboards • time taken to complete tasks.

Unit Sector(s)

Visual communication – photo imaging