



Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI405A Develop self for photo imaging industry

Release: 1

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Modification History

Version	Comments
CUVPHI405A	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 develop the technical and conceptual skills required to work in a photo imaging environment.

Application of the Unit

People working in all areas of the photo imaging industry apply the skills and knowledge described in this unit. The effectiveness of any photo imaging activity is enhanced if practitioners are committed to improving their professional practice in both an artistic and business context.

At this level, conclusions drawn from research and experimenting with technology and techniques could involve challenging different points of view as part of the process of developing one's own style. Work is 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. Acquire and develop technical skills	1.1 Plan strategies for development of appropriate technical skills in photo imaging practice 1.2 Continuously improve technical skills through practice, feedback, discussion and evaluation 1.3 Explore capability of materials, tools and equipment as a means to continuously improve technical skills 1.4 Identify and use relevant sources of information to stimulate technical skills and development of own style
2. Develop conceptual skills and ideas	2.1 Discuss ideas with others and apply knowledge gained to inform own practice 2.2 Use work practice to gain experience in a range of genres and interpretations 2.3 Study the work of others to stimulate conceptual and technical skill development 2.4 Identify and use opportunities to develop own practice and keep informed about current photo imaging practice
3. Develop own style	3.1 Explore and experiment with new ideas in making and interpreting work 3.2 Explore and use technology where appropriate to expand own practice 3.3 Demonstrate own style through photo imaging project realisation
4. Evaluate own work	4.1 Seek and apply constructive criticism from more experienced practitioners 4.2 Evaluate own work against planned strategy for own photo imaging practice 4.3 Evaluate own work in the context of work by others to extend own practice 4.4 Adjust work processes and practice as necessary to improve technical, conceptual and commercial outcomes
5. Research work opportunities	5.1 Identify sources of information relating to work opportunities 5.2 Identify industry networks and promotional opportunities that may help in developing career opportunities 5.3 Incorporate research results and information into own work practice and career planning

Required Skills and Knowledge

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

Required skills

- communication skills to:
 - critique and discuss new trends and technologies
 - discern and listen to advice from relevant people
 - use industry and community networks as sources of information
- critical thinking skills to identify work-based opportunities to enhance technical and conceptual skills
- learning skills to develop own style
- literacy skills to interpret a broad range of information about the photo imaging industry
- numeracy skills to interpret technical information on the photo imaging industry
- planning and organising skills to plan integration of new ideas and techniques into own professional work practices
- problem-solving skills to recognise and resolve workplace issues when implementing new technology into own professional work practices
- research skills to access information relating to trends, emergent technologies, work opportunities and career planning in the photo imaging industry
- technology skills to:
 - use photo imaging equipment relevant to own practice
 - keep up-to-date with advances in technology and apply them to own practice.

Required knowledge

- information and resources available to develop self as photo imaging practitioner
- current and emerging trends in photo imaging
- physical properties and capabilities of the range of materials, equipment and processes used in photo imaging
- other photo imaging practitioners, and their work, ideas and techniques
- theoretical and historical contexts for photo imaging practice
- photo imaging in the broader context of visual communication and other allied industries
- intellectual property issues and legislation associated with photo imaging
- sustainability issues associated with the equipment and materials used in photo imaging work
- OHS procedures in relation to the use of photo imaging equipment, materials and techniques.

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: • apply planned strategies to develop appropriate skills in photo imaging practice • demonstrate work practice that develops own style through exploring and experimenting with new ideas in making and/or interpreting work • use evaluation opportunities to inform and develop own technical and conceptual skills.
Context of and specific resources for assessment	Assessment must ensure access to: • an environment where technical and conceptual skills can be developed and enhanced over time • equipment for photo imaging practice and information about photo imaging.
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 reports • written or oral questioning to test knowledge of professional development strategies • review of folios, which may include photographic images (including digital construction) in artist's books, boxed sets, print folios, exhibitions, through electronic media presentation devices, and installations • case studies to assess candidate's ability to research industry trends and emergent technologies • problem-solving activities to assess candidate's critical thinking skills • review of portfolios of evidence • review of third-party reports from experienced practitioners. Assessment methods should reflect workplace demands (e.g. literacy) and the needs of particular groups (e.g. people with disabilities and people who have literacy or 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: • CUFIND401A Provide services on a freelance basis • CUVPHI402A Research and apply information on the traditions that inform photo imaging practice.

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.

Strategies may include:	• being involved in a range of relevant photo imaging activities • communicating with peers • experimenting with a range of photo imaging techniques • identifying and using a range of opportunities • participating in professional development and other learning opportunities • participating in relevant associations • undertaking training courses • working effectively with mentor, trainer or assessor.
Technical skills may include skills in:	• advertising • editorial • fashion • illustration • medical, technical and scientific • photo and social-documentary • photo imaging for a visual arts context • photo imaging in a graphics and multimedia context • press and public relations • wedding and portrait.
Sources of information may include:	• copyright and legal representatives • discussions with innovative industry practitioners • electronic and print media: • news • reviews • articles • employee associations • employer listings • exhibition catalogues and programs • government bodies and associated publications • induction kits • industry associations • industry information sheets • internet

	• job advertisements • libraries and archives • other sources of industrial relations information • personal observations and experience • photographic journals • policy and procedures manuals • reference books • retail and wholesale suppliers of products and services • technical publications • union representatives • websites • word of mouth.
Development of own style may involve:	• analysing and researching the work of others • analysing conventions, practices and customs in photo imaging practice and allied creative industries • developing a project and/or folio • exploring elements and principles of photo imaging and allied creative industries.
Opportunities to develop own practice may include:	• competitions • events: • community activities • conferences • exhibitions • expositions • festivals • industry functions • social events • trade fairs • floor talks at galleries • lectures and seminars • master classes • membership of professional organisation/body • symposiums • visits to workplaces.
Strategies used to experiment with new ideas involve:	• extending the possibilities of materials and equipment towards their full potential • innovation.
Networks may include:	• alumni organisations • colleagues and teachers • consumer organisations • professional associations.

<i>Promotional opportunities</i> may include:	• applications to funding bodies • competitions • exhibitions.
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Unit Sector(s)

Visual communication – photo imaging