



Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI527A Make illustrative images for publication and display

Release: 1

CUVPHI527A Make illustrative images for publication and display

Modification History

Version	Comments
CUVPHI527A	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 produce illustrative photo images for publication and display.

Application of the Unit

This unit applies to the production of images that are intended to visually communicate 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 publications, promotion and the internet. Working with limited or 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 or plan and prepare shoots, process and optimise 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

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. Establish and define requirements for a range of illustration projects	1.1 Evaluate requirements for a range of illustrative photo imaging projects 1.2 Research sources of information for contemporary styles and conceptual or aesthetic approaches to similar illustrative photo imaging projects 1.3 Clarify sample layouts and other visual references with appropriate people 1.4 Prepare job, creative fee and usage estimates for a range of illustrative photo imaging projects 1.5 Meet with client to confirm shoot responsibilities and define or refine shoot requirements 1.6 Prepare terms and conditions and quotation for shoot according to client deadlines and check against initial estimate 1.7 Make agreement and complete contract with client
2. Prepare for shoot	2.1 Research and adopt professional practice arrangements for shoot and confirm with appropriate people 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, proof and optimise work to client specifications	3.1 Capture images within shoot context 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 or physical dispatch and

	presentation/publication within the shoot context 3.6 Prepare invoice or account for client 3.7 Deliver completed images/creative product to client with invoice or 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

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

Required skills

- photo imaging skills to:
 - archive, maintain and manage film and digital assets
 - create and optimise files and film to illustrative photo imaging industry standards
 - exhibit, transport and display photo imaging products in an illustrative context
 - use an extended range of photo imaging, design and allied technologies within the illustrative environment
- research skills to:
 - access information on all aspects associated with an illustrative shoot
 - compare contemporary styles and conceptual or aesthetic approaches to illustrative photo imaging
 - maintain professional practice arrangements for illustrative photo imaging
 - obtain necessary permits and licences to operate equipment and work in special locations
- critical thinking skills to:
 - recognise and address barriers to effective photo imaging workflow
 - reflect on and analyse own performance
- literacy skills to develop and interpret business documents and contracts
- numeracy skills to:
 - develop and use complex spreadsheets
 - maintain contractual and financial records for business and taxation purposes
 - prepare budgets, quotations and invoices for clients
- communication skills to:
 - engage with clients, subjects and professionals in a meaningful and respectful way
 - establish and nourish industry links with clients, contractors and employees
 - explain and describe work practices and methods
 - negotiate prices and fair exchange of services with clients and project stakeholders
 - negotiate with and relate to clients, models, creative teams and project stakeholders
 - resolve complaints and disputes
 - work effectively with diversity and deal empathetically with subjects
- learning skills to:
 - learn the operation of equipment
 - review personal performance within shoot context
 - upgrade knowledge required to work in varied locations of illustrative imaging
- planning and organising skills to:
 - coordinate activities of models, assistants, and creative and production teams
 - interpret and respond to photo imaging briefs
 - organise shoots on location or in studio and prepare shoot management timelines
- problem-solving skills to identify and rectify equipment malfunction or failure
- teamwork skills to work with a production team
- technology skills to check and reinstate equipment, studio and props.

Required knowledge

- nature of broad illustrative photo imaging environment, including scientific, technical, book and magazine publication, promotion, and how illustrative image products are used
- business practice, including partnerships, contracts, intellectual property, copyright, legal, moral, insurance, financial, budget, political, OHS, licences and permits
- procedures for selecting, testing and evaluating technology to determine its suitability for illustrative production purposes
- traditions and contemporary issues that inform illustrative photo imaging practice
- procedures for working with government institutions and regulations relating to the illustrative photo imaging environment.

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 a typical workflow in illustrative photo imaging professional practice • apply business, coordination and negotiation skills to own photo imaging practice • apply problem-solving activities arising from the creative process • apply technical and imaging skills, including capturing and optimising illustrative images • interact and liaise with clients and associated professionals.
Context of and specific resources for assessment	Assessment must ensure: • access to: • a range of photo imaging production equipment employed in an illustrative context, such as cameras, computers, software, printers, darkrooms, lighting and accessories • a range of locations and studios for illustrative photo imaging shoots • sources of information to research contemporary styles and conceptual and aesthetic approaches to illustrative photo imaging • appropriate learning and assessment support when required • opportunity for collaboration with or in allied industries, such as designers, scientists, educationalists, advertisers, pre-press specialists, processing labs/printers, bookbinders, publishers and presentation specialists • the use of culturally appropriate processes, and techniques appropriate to the oracy, language and literacy capacity of the candidate 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 • review of third-party reports from experienced practitioners • direct observation of candidate applying a typical workflow in illustrative photo imaging professional practice • case studies to assess candidate's ability to research contemporary styles and conceptual or aesthetic approaches to illustrative photo imaging • participation in and observation of professional design, advertising and photography/photo imaging awards • review of photo imaging products against illustrative industry standards and service specifications. 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 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: • CUVPHI516A Research the role and use of the photo image in visual communication • CUVPHI517A Research and exploit photo imaging trends • CUVPHI518A Explore the descriptive and emotive nature of photo lighting • CUVPHI519A Investigate and exploit innovative imaging options • CUVPHI520A Produce an innovative presentation of professional work • CUVPHI529A Employ colour management in a digital imaging workplace.

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.

<i>Illustrative photo imaging projects</i> 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 and commercial interior decoration • scientific and technical subjects.
<i>Sources of information</i> may include:	• contemporary media, such as newspapers, television and magazines • exhibitions • internet and social media sites • interviews • personal experiences • professional awards • professional libraries • workshops, seminars and conferences.
<i>Appropriate people</i> may include:	• members of relevant professional associations • mentors and peers • practising illustrative photographers, photo imagists and members of allied fields.
<i>Client</i> may include:	• arts professional organisations • commissioning agent • community organisations • government institutions • marketing and promotion professionals • scientific professionals • self-commissioned.
<i>Shoot responsibilities</i> may include:	• check estimate against budget and make necessary adjustments to date, props, location and talent • confirm budget with client • confirm legal aspects of the shoot, such as copyright,

	- licensing issues and intellectual property rights - control the creative product and the shoot - negotiate and sign contract - pay bills of third-party suppliers and service providers - receive purchase order from client - select and hire models - select locations, props and backgrounds - send confirmation and 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:	- analog or digital capture technologies and supporting accessories - creative product: - how it is to be used - what the client specifies - hire options for equipment - layout references - models, props and backgrounds - overall look and feel required to satisfy requirements of brief - photo imaging lighting: - ambient - mixed lighting - supplementary, including electronic flash, tungsten and fluorescent - processing and pre-press requirements for image work created - production team: - assistants - post-production coordinators - studio or internal/external location - technical considerations based on the technical requirements of the shoot - 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, including 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 and 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 and documents • DVDs and digital media presentations • images for publication and display in or on: • billboards • books • educational materials • exhibitions • magazines and newspapers • scientific and technical publications • websites • marketing and promotional materials, such as posters • mounted or framed prints • photo images and photomontages.
Shoot preparations may include:	• assemble and check all equipment • brief assistants and other members of creative team • conceptualise involvement in creative process • confirm time, place and 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 coordinators

	• pre-press specialists • set builders • stylists.
<i>Optimise images</i> may include:	• 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, such as: • joint photographic experts group (JPEG) • portable document format (PDF) • Photoshop Data (PSD) • tagged image file format (TIFF) • file naming, metadata, captions and inclusion of file information data • multiple file formats • uncompressed and compressed files • maintain quality and integrity of the digital data • process RAW/JPEG files • retouch, enhance and photomontage as requested • transfer media, such as CD, DVD and internet.

Unit Sector(s)

Visual communication – photo imaging