



Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI528A Plan, capture and exploit stock photo images

Release: 1

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Modification History

Version	Comments
CUVPHI528A	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 self-commissioned stock photo images.

Application of the Unit

This unit applies to the production of images that are self-commissioned by the photographer/photo imagist. Stock image photographers are often responsible for supervising others (e.g. assistants).

This unit requires the application of skills and knowledge in order to research possible subjects or locations suitable for stock photo imaging; conceptualise and create images of a specialised nature suitable for a broad range of uses; plan and prepare for shoots; undertake post-shoot processing and image product optimisation; supply images to image banks, libraries and visual resource management organisations; and liaise or consult with a range of associated and allied persons, work teams, government agencies and private enterprise.

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. Develop concepts for the creation of stock images	1.1 Research <i>sources of information</i> for contemporary styles and conceptual or aesthetic approaches for possible purchasers of images 1.2 Evaluate, test and refine the <i>technical requirements</i> for a range of <i>stock photo imaging projects</i> and confirm with <i>appropriate people</i> 1.3 Prepare pricing schedules, business documents, quotes, accounts and invoices where applicable
2. Prepare for the creation of stock images	2.1 Research and adopt <i>professional practice arrangements</i> for shoots 2.2 Consider <i>shoot requirements</i> and make test shots to refine skills for shoots 2.3 Prepare shoot management timelines and make appropriate <i>shoot preparations</i> 2.4 Negotiate with necessary parties for access to models, apparel, fashion accessories, locations and other subjects
3. Shoot images and optimise work to anticipated client specifications	3.1 Capture stock images to the preconceived style and content within <i>shoot context</i> 3.2 Check and reinstate equipment 3.3 <i>Optimise images</i> and output <i>creative product</i> to possible end-user specifications using industry standards 3.4 Label and archive images/creative product appropriately
4. Market images and review project	4.1 Place images into a <i>commercial environment</i> where sales can be made to end-users, and make direct contact with possible purchaser of images 4.2 Maintain contractual and financial records for business and taxation purposes 4.3 Review response from potential clients and/or image broker 4.4 Review 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:
 - create meaningful images in private and public spaces in a respectful manner
 - optimise and create files and film to stock photo imaging industry standards
 - use industry-standard digital media, design and presentation technologies
- research skills to:
 - compare contemporary styles and conceptual or aesthetic approaches to stock photo imaging
 - maintain professional practice arrangements for stock photo imaging
- 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:
 - maintain contractual and financial records for business and taxation purposes
 - prepare budgets, pricing schedules, quotations and invoices for clients
- communication skills to:
 - engage with clients in a meaningful way and explain and describe work practices
 - establish and nourish industry links with suppliers, contractors and employees
 - liaise with clients/image brokers and make business presentations
 - negotiate prices and fair exchange of services with clients and project stakeholders
 - negotiate successful contracts and work agreements with clients
 - negotiate with and relate to clients, models, creative teams and project stakeholders
 - recognise and overcome tension and nervousness in subjects
 - resolve complaints and disputes
 - speak at marketing and networking opportunities
 - work effectively with diversity and deal empathetically with subjects
- learning skills to review personal performance within shoot context
- planning and organising skills to:
 - interpret and respond to photo imaging briefs
 - coordinate activities of models, assistants, and creative and production teams
 - organise shoots on location and 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.

Required knowledge

- business practice, including partnerships, contracts, intellectual property, copyright, legal, moral, insurance, financial, budget, political, OHS, licences and permits
- relationship between practitioner and professional bodies and associations

- procedures for selecting, testing and evaluating technology to determine its suitability for stock production purposes
- products and practices of stock photo imaging environment, including practices and products
- traditions and contemporary issues that inform stock photo imaging practice
- working with government institutions and regulations relating to stock photo imaging practice.

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 stock photo imaging professional practice • interact and liaise with potential clients, image brokers and associated professionals • apply business, coordination and negotiation skills to own photo imaging work practices • apply technical and imaging skills, including capturing and optimising stock images.
Context of and specific resources for assessment	Assessment must ensure: • access to: • a range of photo imaging production equipment, such as cameras, computers, software, printers, darkrooms, lighting and accessories • a range of locations and studios for stock photo imaging shoots • sources of information to research contemporary styles and conceptual or aesthetic approaches to stock photo imaging • appropriate learning and assessment support when required • opportunity for collaboration with or in allied industries, such as designers, sports people, researchers, field scientists, tour operators and business owners • 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 stock photo imaging professional practice • case studies to assess candidate's ability to research contemporary styles and conceptual or aesthetic approaches to stock photo imaging • participation in or observation in professional photo imaging awards • review of stock image products against 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.

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, such as newspapers, television, magazines - image sourcing agencies, image banks and libraries - internet and social media sites - interviews - personal experiences - professional awards - professional libraries - workshops, seminars and conferences.
Technical requirements may include:	- location requirements: - aerial photography - remote or urban photography - terrestrial specialised locations, such as deserts; jungles; oceans, lakes and seas; and polar or ice and snow regions - models, assistants, support crew and guides - personnel needs - specialist equipment requirements: - batteries and power generation - high-speed cameras - survival gear - telescopes and microscopes - underwater cameras.
Stock photo imaging projects may include:	- billboard signage - book and magazine covers - business - CD sleeves and covers - cultural activities and events - current news topics - display panels for conferences, trade displays and corporate promotions - landscape - lifestyles - murals for commercial interior decoration

	• natural history • print and online training materials • public figures • representation of society and/or demographics • sport • underwater • visual identity images for commercial use.
<i>Appropriate people</i> may include:	• members of relevant professional associations • mentors and peers • practising stock photographers/photo imagists and members of allied fields.
<i>Professional practice arrangements</i> may include:	• contracts • copyright, licensing and intellectual property rights • creative product archive/digital asset management • creative product transportation and storage • financial management and GST • insurance, including personal, public risk, accident and sickness, equipment • licences and permits • model and property releases • OHS • project budget management.
<i>Shoot requirements</i> 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 • models, props and backgrounds • overall look and feel to satisfy requirements of brief or style or shoot context • photo imaging lighting: • ambient • mixed lighting • supplementary, including electronic flash, tungsten and fluorescent • assistant • post-production coordinators • processing requirements for image work created • production team • studio or internal/external location • technical considerations arising from the technical

	- requirements of shoot - timelines for stages of stock workflow - transportation of equipment.
Shoot preparations may include:	- assembling and checking all equipment - briefing assistants and other members of creative team - involvement in concept development phase of creative process - confirming time, place and requirements for all aspects of the shoot that will be supplied by others - undertaking weather checks for location shoots.
Shoot context may include:	- application of teamwork and management skills conducive to a creative environment - colour management specifications - format and orientation of image - provision of innovative suggestions and options to improve: - creative product - service being supplied - shoot personnel, including: - park rangers - tour operators and guides - dive masters - pilots - assistants - location scouts - technical requirements of creative product - timelines.
Optimise images may include:	- digital files as specified: - 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, captions and inclusion of file information data - multiple file formats - transfer media, such as CD, DVD and internet

	• uncompressed and compressed files • maintaining quality and integrity of the digital data • processing RAW/JPEG files • retouch, enhance and photomontage as requested.
<i>Creative product</i> may include:	• photo images and photomontages: • digital files • DVDs and digital media presentations.
<i>Commercial environment</i> may include:	• image broker • image library • making direct contact with potential clients • self-publishing or merchandising.

Unit Sector(s)

Visual communication – photo imaging