



Australian Government

Department of Education, Employment and Workplace Relations

CUVPHI531A Investigate and refine alternative approaches to photomedia

Release: 1

CUVPHI531A Investigate and refine alternative approaches to photomedia

Modification History

Version	Comments
CUVPHI531A	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 research and refine approaches to photomedia in the context of a visual arts practice. The unit focuses on exploration of alternative processes to produce photomedia artworks.

Application of the Unit

Visual artists whose finished work includes photomedia, either as a whole work, or part of a work, apply the skills and knowledge in this unit. Photomedia may include still images, film, video, music or interactive content.

Research and refinement at this level are largely independent, with some mentoring and guidance as required. In practice this unit is integrated with unit CUVPRP501A Realise a body of creative work. The unit also has a strong relationship to other units of competency that address photo imaging and digital content.

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. Research traditional and contemporary photomedia art	1.1 Support professional practice by expanding own knowledge of traditional and contemporary photomedia 1.2 Evaluate relationships between different photomedia works and the ideas they communicate 1.3 Adapt and use relevant ideas and approaches with consideration of intellectual property requirements
2. Research alternative photomedia processes and technologies	2.1 Evaluate alternative approaches for photomedia work 2.2 Investigate how particular processes, technologies and techniques work to achieve different effects 2.3 Research the detailed capabilities of different equipment 2.4 Determine limitations and constraints of particular technologies in terms of desired outcomes 2.5 Determine cost and supply parameters for different technologies and equipment 2.6 Assess the opportunities offered by different processes and technologies for own practice
3. Integrate technologies into own work	3.1 Evolve ideas and achieve desired outcomes through experimentation 3.2 Proactively identify and resolve technical problems based on developing expertise 3.3 Develop own style and own ways of working to achieve desired outcomes 3.4 Engage in informed discussion with others about the characteristics and opportunities of different approaches 3.5 Establish and follow safe work practices and systems for appropriate handling and storage of materials 3.6 Create a coherent body of photomedia work that shows command of selected technologies and processes
4. Evaluate own work	4.1 Discuss the development of own work with others and seek feedback 4.2 Seek and participate in conversations that challenge and explore different concepts and approaches 4.3 Reflect on the particular ways that experimentation with different technologies and materials has informed own photomedia work 4.4 Identify ways in which skills may be further developed as

	part of a professional practice and build ideas into future work
--	--

Required Skills and Knowledge

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

Required skills

- communication skills to discuss technical and conceptual aspects of photomedia with others
- critical thinking and analytical skills to:
 - evaluate and make judgements about relationships between technologies, processes and ideas
 - make critical evaluations of own work and research findings
- initiative and enterprise skills to identify and act on opportunities for own practice presented by research
- learning skills to:
 - develop and refine own skills to a professional practice standard
 - evaluate and act on own development needs
- literacy skills to analyse complex and varied information about photomedia
- problem-solving skills to identify and resolve technical problems in photomedia work
- self-management and planning skills to draw together research and experimentation processes for benefit of own work
- technical skills to show command of chosen technologies at a professional level
- technology skills to use the internet as a research tool.

Required knowledge

- extended range of information sources that support research in photomedia practice
- cultural, sociological, philosophical, aesthetic, political and commercial influences on photomedia, in historical and contemporary contexts
- range of mainstream and alternative photomedia technologies and processes open to the photomedia artist
- professional development opportunities for artists seeking to develop a photomedia practice
- intellectual property issues and legislation associated with photomedia as a professional practice
- sustainability issues for the professional operation of a photomedia practice
- OHS requirements for the set-up and operation of a professional work space.

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: • evolve and refine digital media technique through a demonstrated process of experimentation • develop individual style in own work • produce a coherent body of professional artwork that includes the use of alternative processes • research photomedia in the broader context of other artwork and artists • use safe and sustainable work practices.
Context of and specific resources for assessment	Assessment must ensure access to: • equipment, materials and tools used to produce photomedia work.
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: • evaluation of the coherence of the body of work • evaluation of processes used by the candidate to develop new ways of working with technologies • direct observation of work in progress, including exploration of, and experimentation with, techniques • questioning and discussion about candidate's intentions and the work outcome • review of portfolios of evidence • review of third-party reports from experienced practitioner. 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:

	• CUVPRP501A Realise a body of creative 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.

<i>Photomedia</i> may include:	• prints on a range of photographic or other papers • prints on: • fabric • glass • metal • wood • still images • slideshows of images with controlled Ken Burns effect • time-based art.
<i>Intellectual property requirements</i> may relate to:	• copyright • design licensing regulations • moral rights • protocols for the adaptation of work by others • trademarks.
<i>Alternative approaches</i> may relate to:	• alternative cameras: • mobile phone • pin hole • polaroid • toy • web cameras • display options: • physical • print • projected • virtual • format: • full frame • large format • integration of approaches: • traditional and digital technologies • still images and time-based media • paper media

	• mounting materials • printing technologies • processes: • bichromate and dichromate • ceramic process • cyanotype • chrysotype and chripotype • energiatype: ferro-gallic, ferro-tannic and ferro-prussiate • gum • iron salt • kallitype • palladiotype • pellet process • pigment process • platinotype • Prussian Blue • Van Dyke (brown print) • tools: • Blanchard's brush • Buckle's brush.
Techniques may include:	• cyanotypes and/or other antique processes • emulsion transfer and liquid emulsions • image modifications, which are subject to specific regulations and standards • image tone modification/toning • photograms and chemograms • processing for archival permanence • pseudo solarisation (sabattier effect) • techniques that manipulate the image: • multiple in-camera exposure • multiple printing • using contrast control filters.
Equipment may include:	• a range of cameras of various formats • contrast filters • developing trays • drying cabinet for negatives • enlargers • equipment with very limited technical range • focus scope • measuring jugs and stirrers

	• negative carriers • paintbrushes • personal protective equipment (PPE) and clothing • process tank • safe lights • scissors • spirals • sponges • thermometer • tongs.
<i>Limitations and constraints</i> may include:	• availability of technologies and equipment • availability of information on alternative processes • financial expenditure • safety aspects of process • studio space • timeframe • transportation.
<i>Cost and supply parameters</i> may relate to:	• budgetary restrictions • capacity to share costs with others • location of suppliers • use of recycled materials • use of freely available natural materials • terms of payment.
<i>Own ways of working</i> relate to:	• approaches that reflect and support individual voice • particular nuances and subtleties unique to the individual artist.
<i>Safe work practices</i> may include:	• ergonomic safety • use of tools and equipment • use of consumables.
<i>Handling and storage</i> may relate to:	• damage prevention • interactions between different equipment • light sensitivity • temperature sensitivity • mould prevention.

Unit Sector(s)

Visual communication - photo imaging

Custom Content Section

Not applicable.