



Australian Government

SIRRMER008 Plan and style merchandise photo shoots

Release: 1

SIRRMER008 Plan and style merchandise photo shoots

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to plan a photo shoot in response to a brief and then style the shoot for photography. These individuals may work with professional photographers.

This unit applies to personnel working in a diverse range of sectors and business contexts. They operate with independence with limited supervision and guidance from others and within established organisational policies and procedures. They may have responsibility for making a range of creative and operational decisions.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Merchandising

Unit Sector

Retail

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Determine creative direction of photo shoot.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

1.1. Access and interpret requirements of a photo shoot brief and clarify photo shoot specifications and constraints.

1.2. Research merchandise styling trends to inform photo shoot styling.

1.3. Identify and seek input from creative sources to inspire photo shoot styling.

1.4. Create mock-ups of styling options and make refinements to

- enhance visual appeal and photo shoot outcomes.
- 1.5. Seek input from relevant personnel to determine final styling direction and gain required approval.
2. Plan photo shoot.
- 2.1. Determine photo shoot resource requirements and ensure required resourcing is available within allocated budget.
- 2.2. Create a brief of images to be captured during photo shoot.
- 2.3. Document a photo shoot schedule and communicate key roles and responsibilities to relevant personnel.
- 2.4. Identify potential photo shoot issues and undertake contingency planning to minimise impact.
- 2.5. Seek privacy agreements and permissions from talent involved in photo shoot as required.
3. Style photo shoot.
- 3.1. Access photo shoot location and identify and address any health and safety risks.
- 3.2. Style merchandise and props according to agreed styling and photo shoot plan.
- 3.3. Review and adjust lighting to enhance photo shoot in consultation with photographer and other personnel as required.
- 3.4. Provide clear direction and instructions to photo shoot talent and other personnel involved in photo shoot as required.
- 3.5. Adjust styling throughout photo shoot to meet creative brief.
- 3.6. Confirm photos listed in brief of images are captured.
- 3.7. Finalise photo shoot and restore photo shoot location to original condition.
4. Review images.
- 4.1. Review images captured during photo shoot and select those that best meet the requirements of the brief.
- 4.2. Arrange for additional images to be taken if brief of images is not met.
- 4.3. Organise image editing to enhance images.
- 4.4. Seek approval of finalised images from relevant personnel.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance

criteria, are listed here, along with a brief context statement.

SKILLS**DESCRIPTION**

Technology skills to:

- access and document information and communicate with others using digital technologies and systems.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume Implementation Guides -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>

Assessment Requirements for SIRRMER008 Plan and style merchandise photo shoots

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- develop a merchandise photo shoot plan, in response to an established photo shoot brief, for one of the following:
 - lifestyle shoot
 - fashion shoot
 - food or beverage shoot
- document the above photo shoot plan including the following details:
 - objectives
 - photo shoot location
 - photo shoot resourcing requirements:
 - props
 - talent
 - merchandise
 - lighting
 - photography equipment
 - brief of images to be captured
 - contingency planning
 - schedule
- style a photo shoot following the above plan, and:
 - test a range of lighting techniques to achieve varying effects on photography
 - adjust product and talent placement to enhance photo shoot outcomes
 - provide direction to others during photo shoot
 - review images and evaluate their suitability for use.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- key legal and ethical considerations as related to photo shoots:
 - copyright
 - misleading or deceiving commercial conduct

- intellectual property
- privacy and permissions
- work, health and safety
- negative and positive space as it relates to image capturing
- information contained within a photo shoot brief and its role in a photo shoot:
 - objectives
 - specifications
 - constraints
 - budget
- styling trends and sources of creative inspiration
- key aspects of a photo shoot plan:
 - objectives
 - photo shoot location
 - photo shoot resourcing requirements:
 - props
 - talent
 - merchandise
 - lighting
 - photography equipment
 - brief of images to be captured
 - contingency planning
 - schedule
- work, health and safety considerations as related to merchandise photo shoots
- application and effects of light in photography
- styling techniques for merchandise
- key product placement techniques for image results:
 - product versus prop
 - negative space
 - positive space
 - techniques and their application
- basic photography terminology.

Assessment Conditions

Skills must be demonstrated in a service industries environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- photo shoot brief

- photo shoot resources:
 - location
 - props
 - talent
 - merchandise
 - lighting
 - equipment
 - photographer and equipment.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors, and:

- have worked in a job role for at least two years where they have applied the skills and knowledge within this unit of competency.

Links

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