



Australian Government

Assessment Requirements for SIRRMER022 Develop and implement creative photographic styling solution

Release: 1

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Modification History

No equivalent unit.

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 and manage a team to implement one creative concept and photographic styling plan for a design brief.

Knowledge Evidence

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

- organisational policies and procedures applicable to developing and implementing creative photographic styling plans
- legal requirements applicable to developing and implementing creative photographic styling plans
- sources of photographic styling industry information
- creative concept contents
- photographic styling plan contents:
 - budget
 - production schedule
 - team roles and responsibilities
- trend forecasting techniques
- visual merchandising and photographic styling terminology, techniques and elements relating to brands
- innovation practices and principles
- sustainability practices and principles
- entrepreneurial behaviours
- photographic styling business opportunities and competitive business environment
- project management practices and principles
- communication practices and media
- techniques for processing feedback
- communication problems in a team environment and methods of resolving
- advantages and disadvantages of applications for styled work:
 - print
 - web

- social media.

Assessment Conditions

Skills must be demonstrated in the workplace or in a simulated work environment that reflects workplace conditions in a service industries environment.

Assessment must ensure access to:

- organisational policies and procedures applicable to developing and implementing creative photographic styling solutions
- digital technology for research, design, documentation and presentation
- team members, stakeholders and senior executives
- templates for documentation of creative concepts and photographic styling plans.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet -

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