TECHNICAL &
VOCATIONAL
EDUCATION &
TRAINING

National Competency Standard for Photography
Standard Code: SOC23S18V1

KEY FOR CODING

Coding Competency Standards and Related Materials

DESCRIPTION	REPRESENTED BY
Industry Sector as per ESC (Three letters)	Construction Sector **(CON)** Fisheries and Agriculture Sector **(FNA)** Transport sector (**TRN**) Tourism Sector **(TOU)** Social Sector **(SOC)** Foundation **(FOU)**
Competency Standard	**S**
Occupation within an industry Sector	**Two digits 01-99**
Unit	**U**
Common Competency	**1**
Core Competency	**2**
Optional/ Elective Competency	**3**
Assessment Resources Materials	**A**
Learning Resources Materials	**L**
Curricula	**C**
Qualification	**Q1, Q2 etc**
MNQF level of Qualification	**L1, L2 etc**
Version Number	**V1, V2 etc**
Year of endorsement of standard, qualification	**By two digits Example- 07**

1.Endorsement Application for Qualification 03

2. NATIONAL CERTIFICATE III IN PHOTOGRAPHY

3. Qualification code: SOC23SQ1L318	Total Number of Credits : 41

4. Purpose of the qualification

The holders of this qualification will possess the necessary skills and knowledge required to work as an assistant photographer or under the supervision of a Photographer.

5. Regulations for the qualification	National Certificate III in photography Qualification will be awarded to those who are competent in unit 1+2+3+4+5+6+7

6. Schedule of Units

Unit Title	Unit Title	Code
1	Observe personal and work place hygiene practices	SOC23S1U01V1
2	Practice health, safety and security practices	SOC23S1U02V1
3	Practice effective workplace communication	SOC23S1U03V1
4	Perform computer operations	SOC23S1U04V1
5	Operate camera and compose a subject	SOC23S1U05V1
6	Set up studio lights, equipment and accessories	SOC23S1U06V1
7	Perform post capture processing	SOC23S1U07V1

7. Accreditation requirements	The training provider should place trainees in relevant work environments to provide the trainees the hands-on experience related to this qualification.
8. Recommended sequencing of units	As appearing under the section 06

1.Endorsement Application for Qualification 04

2. NATIONAL CERTIFICATE IV IN PHOTOGRAPHY

3. Qualification code: SOC23SQ2L418	Total Number of Credits:

4. Purpose of the qualification

The holders of this qualification will possess the necessary skills and knowledge required to work as a qualified photographer.

5. Regulations for the qualification	National Certificate IV in Photography Qualification will be awarded to those who are competent in unit

6. Schedule of Units

Unit Title	Unit Title	Code
1	Observe personal and work place hygiene practices	SOC23S1U01V1
2	Practice health, safety and security practices	SOC23S1U02V1
3	Practice effective workplace communication	SOC23S1U03V1
4	Perform computer operations	SOC23S1U04V1
5	Apply photo imaging lighting techniques	SOC23S2U05V1
6	Enhance, manipulate and output photo images	SOC23S2U06V1
7	Apply visual communication theory to photo imaging practice	SOC23S2U07V1
8	Provide photographic portrait services	SOC23S2U08V1
9	Produce media photo images	SOC23S2U09V1
10	Provide wedding photo imaging products	SOC23S2U10V1

7. Accreditation requirements	The training provider should place trainees in relevant work environments to provide the trainees the hands-on experience related to this qualification.
8. Recommended sequencing of units	As appearing under the section 06

UNIT DETAILS

Unit Title	Unit Title	Code	Level	No of credits
1	Observe personal and work place hygiene practices	SOC23S1U01V1	3	5
2	Practice health, safety and security practices	SOC23S1U02V1	3	5
3	Practice effective workplace communication	SOC23S1U03V1	3	5
4	Perform computer operations	SOC23S1U04V1	3	5
5	Operate camera and compose a subject	SOC23S1U05V1	3	7
6	Set up studio lights, equipment and accessories	SOC23S1U06V1	3	7
7	Perform post capture processing	SOC23S1U07V1	3	7
8	Apply photo imaging lighting techniques	SOC23S2U09V1	4	9
9	Enhance, manipulate and output photo images	SOC23S2U11V1	4	9
10	Apply visual communication theory to photo imaging practice	SOC23S2U13V1	4	9
11	Provide photographic portrait services	SOC23S2U15V1	4	9
12	Produce media photo images	SOC23S2U16V1	4	9
13	Provide wedding photo imaging products	SOC23S2U17V1	4	9

Packaging of National Qualifications:

National Certificate III in Photography will be awarded to those who are competent in units

1+2+3+4+5+6+7

Qualification Code:

SOC23SQ1L318

National Certificate IV in Photography will be awarded to those who are competent in units

Qualification Code:

SOC23SQ2L418

COMPETENCY STANDARD FOR PHOTOGRAPHY

Unit No	Unit Title
1.	Observe personal and work place hygiene practices
2.	Practice health, safety and security practices
3.	Practice effective workplace communication
4.	Perform computer operations
5.	Operate camera and compose a subject
6.	Set up studio lights, equipment and accessories
7.	Perform post capture processing
8.	Apply photo imaging lighting techniques
9.	Enhance, manipulate and output photo images
10.	Apply visual communication theory to photo imaging practice
11.	Provide photographic portrait services
12.	Produce media photo images
13.	Provide wedding photo imaging products

UNIT 01

UNIT TITLE	Observe personal and work place hygiene practices				
DESCRIPTOR	This unit covers the knowledge, skills and attitudes required to observe workplace hygiene procedures and maintaining of personal presentation and grooming standard. This unit deals with necessary skills and knowledge required for maintaining the hygiene of workers and the hygienic practices that should be applied while on the job.				
CODE		LEVEL		CREDIT	

ELEMENTS OF COMPETENCIES	PERFORMANCE CRITERIA
1. Observe grooming, hygiene and personal presentation standards	1.1. Grooming, hygiene and personal presentation practices maintained at high standards in line with industry norms and procedures 1.2. Adequate level of personal cleanliness observed throughout the work 1.3. Effects of poor personal hygiene understood and avoided in all practices
2. Follow hygiene procedures	2.1. Hygiene procedures followed in line with procedures and legal requirements 2.2. Hygiene standards maintained in line with procedures
3. Identify and avoid hygiene risks	3.1. Hygiene risks understood and avoided in line with general standards and guidelines

ASSESSMENT GUIDE

Form of assessment

- Assessment for the unit needs to be holistic and observed during assessment of other units of competency which forms the qualification.
- Any written or oral examinations may include questions related to hygiene, illness and personal grooming standard.

Assessment context

Assessment may be done in workplace or a simulated work environment.

Critical aspects

It is essential that competence is fully observed and there is ability to transfer competence to changing circumstances and to respond to unusual situations in the critical aspects of:

- Maintaining adequate level of all aspects of personal hygiene and cleanliness
- Following cleaning procedures for effective cleaning of work areas
- Immediately reporting any symptoms of illness
- Undertaking routine medical check-ups
- This unit may be assessed in conjunction with all and units which form part of the normal job role

Assessment conditions

- Theoretical assessment of this unit must be carried out in an examination room where proper examination rules are followed.

Assessment of hygienic work practices must be constantly evaluated.

UNDERPINNING KNOWLEDGE	UNDERPINNING SKILLS
- General knowledge of common terminologies used in hygiene including personal hygiene - Knowledge on general symptoms of different types of diseases - Detailed knowledge and importance of illness and injury reporting procedures	- Ability to follow procedures and instructions - Competent to work according to relevant hygiene regulations and procedures - Competent to work to meet requirements for personnel hygiene and hygienic practices - Communication skills - Interpersonal skills

UNIT 02

UNIT TITLE	Practice health, safety and security Practices
DESCRIPTOR	This unit describes the importance of health and safety in the working environment. It identifies the key safety hazards within the work area and recognizes the correct manner in which to safely carry out the tasks of the job, for the benefit of the trainee, colleagues and customers.

CODE		LEVEL		CREDIT	

ELEMENTS OF COMPETENCIES	PERFORMANCE CRITERIA
1. Follow workplace health, safety and security procedures	1.1. Health, safety and security procedures followed in line with operational policies and procedures and laws and regulations 1.2. Illnesses reported through proper channels of communication, using relevant forms and formats, in line with enterprise procedures 1.3. Safety and security breaches reported through proper channels of communication, in line with enterprise procedures
2. Deal with emergency situations	2.1. Emergency situations recognized and appropriate procedures followed in line with enterprise procedures 2.2. Assistance sought and cooperation given in emergency situations in line with enterprise procedures 2.3. Emergency incidences reported in line with enterprise procedures
3. Identify and prevent hygiene risks	3.1. Hygiene risks identified, prevented and avoided in line with enterprise procedures 3.2. Hygiene risks reported to appropriate persons and corrective

			action taken in line with enterprise procedures
4.	Clean the work area	4.1.	Cleaning tasks accomplished to enterprise standards
		4.2.	Proper method for cleaning selected and employed for appropriate task
		4.3.	Undertakes sterilization
		4.4.	Understands infection control procedures
5.	Secure work premised	5.1.	Work premises closed and locked at the end of work, in line with enterprise procedures
6.	Follow first aid procedures	6.1.	Emergency and first aid procedures understood and followed.
7.	Handling laundry	7.1.	Laundary procedures followed
		7.2.	Check condition of laundered linen as per specifications, sorting and reporting of defects.
		7.3.	Linen well maintained before and after treatment
8.	Inventory and storage	8.1.	Inventory maintained
		8.2.	8.2 Equipment stored according to the set procedures

RANGE STATEMENT

Procedures included:

- Guidelines for safe handling of equipment of utensils
- Emergency procedures
- Fire safety procedures
- Security and safety guidelines
- Cleaning and decontamination procedures
- Waste handling procedures
- Cleaning chemicals handling guidelines
- Accident and incidence reporting procedures
- Basic first aid procedures
- Linen handling and maintenance procedures
- Laundry procedures
- Maintaining storage and inventory

Tools, equipment and materials required may include:
Relevant procedure manuals

ASSESSMENT GUIDELINE

Forms of assessment

Assessment for the unit needs to be holistic and must be observed through real or simulated workplace activities.

Assessment context

Assessment of this unit must be completed on the job or in a simulated work environment which reflects a range of safe working practices.

Critical aspects (for assessment)

It is essential that competence is fully observed and there is ability to transfer competence to changing circumstances and to respond to unusual situations in the critical aspects of:

- Communicating effectively with others involved in or affected by the work.
- Identifying and assessing hazardous situations and rectifying, or reporting to the relevant persons.
- Safely handling and storage of dangerous and/or hazardous goods and substances.
- Applying safe manual handling practices.
- Safely and effectively operating equipment and utilising materials over the full range of functions and processes for work undertaken on worksite.
- This unit may be assessed in conjunction with all and units which form part of the normal job role.

Assessment conditions

Assessment must reflects and events processes that occur over a period of time

Resources required for assessment

The following should be made available:

- A workplace or simulated workplace
- Situations requiring safe working practices
- Instructions on safe working practice
- Hazardous chemicals and/or dangerous goods information
- Common food services equipment with their usage guideline

UNDERPINNING KNOWLEDGE	UNDERPINNING SKILLS
- General knowledge on safe practices - Communication procedures - Relevant workplace procedures and guidelines - Infection control - sterilisation	- Undertake safe manual handling jobs - Competent to follow safety regulations - Competent to work safely with workplace equipments, materials and colleagues - Competent in linen handling and maintenance - Laundary procedures

UNIT 03

UNIT TITLE	Practice effective workplace communication
DESCRIPTOR	This unit addresses the need for effective communication in the spa environment. It describes the ethics of communication and shows the importance of selecting the best method of communication during various situations. It also identifies the barriers to communication and explains how to overcome them. The unit also describes how to use the telephone; the procedures for answering, transferring and holding calls, making outgoing calls and taking messages. In addition it also highlights the need for cleaning telephone equipment.

CODE		LEVEL		CREDIT	

ELEMENTS OF COMPETENCIES	PERFORMANCE CRITERIA
1. Communicate with customers and colleagues	1.1. Proper channels and methods of communication used 1.2. Workplace interactions with customers and colleagues appropriately made 1.3. Appropriate non-verbal communication used 1.4. Appropriate lines of communication followed
2. Participate in workplace meetings and discussions	2.1. Meetings and discussions attended on time 2.2. Procedures to expressing opinions and following instructions clearly followed 2.3. Questions asked and responded to effectively 2.4. Meeting and discussion outcomes interpreted and implemented correctly
3. Handle relevant work-related documentation	3.1. Conditions of employment understood correctly 3.2. Relevant information accessed from appropriate sources 3.3. Relevant data on workplace forms and other documents filled correctly 3.4. Instructions and guidelines understood and followed properly

	3.5. Reporting requirements completed properly
4. Handle telephone	4.1. Procedures for taking messages and making outgoing calls followed correctly 4.2. Incoming calls answered correctly 4.3. Calls put on hold and transferred properly 4.4. Outgoing calls made efficiently 4.5. Communication in both English and Dhivehi demonstrated correctly

RANGE STATEMENT

Procedures included:

- Organizational hierarchy and reporting order
- Communications procedures
- Telephone handling procedures

Aspects evaluated:

- Non-verbal communication
- Interpersonal skills
- General attitude to customers, colleagues and work
- Conformity to policies and procedures

Tools, equipment and material used in this unit may include
- Telephone
- Note pads
- Pens
- Forms and formats related to inter-personal communication

ASSESSMENT GUIDE

Assessment form

Assessment for the unit needs to be continuous and holistic and must include real or simulated workplace activities.

Assessment context

Assessment of this unit must be completed on the job or in a simulated work environment which reflects a range of opportunities for communication.

Critical aspects (for assessment)

It is essential that competence is fully observed and there is ability to transfer competence to changing circumstances and to respond to unusual situations in the critical aspects of communicating effectively with others involved in or affected by the work. This unit may be assessed in conjunction with all and units which form part of the normal job role.

Assessment conditions

It is preferable that assessment reflects a process rather than an event and occurs over a period of time to cover varying circumstances.

Special notes for assessment

Evidence of performance may be provided by customers, team leaders/members or other persons, subject to agreed authentication arrangements

Resources required for assessment

The following should be made available:

- A workplace or simulated workplace
- Materials and equipment

UNDERPINNING KNOWLEDGE	UNDERPINNING SKILLS
- General knowledge of English and Divehi grammar - General knowledge of common telephone equipment - General knowledge on effective communication	- Undertake effective customer relation communications - Competent in communicating basic with customers - Fluency in English and Dhivehi language usage

UNIT 04

UNIT TITLE	Perform Computer Operations
DESCRIPTOR	This unit covers the knowledge, skills and attitudes and values needed to perform computer operations that include inputting, accessing, producing and transferring data using the appropriate hardware and software.

CODE		LEVEL		CREDIT	

ELEMENTS OF COMPETENCIES	PERFORMANCE CRITERIA
1. Input data into computer	1.1. Data entered into the computer using appropriate program/application in accordance with company procedures 1.2. Accuracy of information checked and information saved in accordance with standard operating procedures 1.3. Input data stored in storage media according to requirements
2. Access information using computer	2.1. Correct program/application selected based on job requirement 2.2. Program/application containing the information required accessed according to company procedures 2.3. Desktop icons correctly selected, opened and closed for navigation purposes
3. Produce/output data using computer system	3.1. Entered/stored data processed using appropriate software commands 3.2. Data printed out as required using computer hardware/peripheral devices in accordance with standard operating procedures 3.3. Files and data transferred between compatible systems using computer software, hardware/ peripheral devices in accordance with standard operating procedures

RANGE STATEMENT

This unit covers computer hardware to include personal computers used independently or within networks, related peripherals, such as printers, scanners, keyboard and mouse, and storage media such as disk drives and other forms of storage. Software used must include but not limited to word processing, spreadsheets, database and billing software packages and Internet browsing software.

Tools, equipment and materials required may include:
- Storage device
- Different software and hardware
- Personal computers system
- Laptop computer
- Printers
- Scanner
- Keyboard
- Mouse
- Disk drive /CDs, DVDs, compressed storage device

ASSESSMENT GUIDE

Forms of assessment

The assessor may select two of the following assessment methods to objectively assess the candidate:

- Observation
- Questioning
- Practical demonstration

Assessment context
Assessment may be conducted out of the workplace preferably in a computer classroom

Critical aspects (for assessment)
Assessment must show that the candidate:

- Selected and used hardware components correctly and according to the task requirement
- Identified and explain the functions of both hardware and software used, their general features and capabilities
- Produced accurate and complete data in accordance with the requirements
- Used appropriate devices and procedures to transfer files/data accurately

Assessment conditions

Assessment may be conducted out of the work environment and may include assignments and projects.

Special notes for assessment

During the assessment the trainees shall:

- Carry out all the tasks according to the industry and organizational policies and procedures
- Meet the performance criteria of all competence
- Demonstrate accepted level of performance determined by the assessors

Resources required for assessment
Computer hardware with peripherals and appropriate software

UNIT 05

UNIT TITLE	Operate camera and compose a subject
DESCRIPTOR	This unit covers the knowledge, skills and attitudes required to operate camera, position the camera, select appropriate lens and compose the shots to achieve the required image.

CODE		**LEVEL**		**CREDIT**	

ELEMENTS OF COMPETENCIES	PERFORMANCE CRITERIA
1. Operate the camera	1.1. Camera is selected appropriately for the specific purpose 1.2. Camera is operated safely according to the instructions.
2. Lens selection	2.1. Depending on the technical and subject requirement, lens is selected appropriately. 2.2. Lens focusing techniques are applied.
3. Address lighting and exposure	3.1. Quality and quantity of available lights are assessed to determine appropriate exposure and lighting effect. 3.2. Corrective actions are taken to address changing or inadequate lighting conditions.
4. Compose a subject	4.1. Subject is identified and visualized according to graphic elements and rules of composition 4.2. Subject is composed to meet aesthetic requirements.
5. Experiment with techniques to capture photographic images	5.1. Techniques are appropriately identified and selected. 5.2. Corrective filters are selected and used to meet the creative and technical requirements of the shots 5.3. Corrective filters are used to ensure that color balance and light conditions are attained

6. Review images	6.1. Images are viewed from the camera LCD, computer or TV monitor
	6.2. Results are evaluated to ensure correct exposure and the desired outcome for the subject matter
	6.3. Images are stored in the storage media
7. Restore work environment and equipment	7.1. Equipment is cleaned after use as per manufacturers' instruction.
	7.2. Equipment and materials are stored in accordance with workplace procedures

RANGE STATEMENT

Shots

- Extreme close up
- Close up
- Long shot
- Wide shot
- High angle
- Eye level shot
- Low angle
- Establishing or master shot
- Point of view shot
- Camera Panning

Lenses

- Standard lens
- Telephoto lens
- Wide Angle lens
- Variable focal length
- Fixed focal length
- Macro / Micro lens
- Shift lens
- Fisheye lens

Performance characteristics of lenses may include

- Resolution
- Contrast
- Image shift
- Sharpness
- Zoom
- Mechanical operation
- Focal length
- Maximum aperture

Graphic elements

- Lines
- Shapes
- Texture
- Color
- Tones

Techniques to capture image

- Shutter speed
- Freeze motion
- Panning
- Time exposure
- Slow shutter speeds and moving subjects
- Aperture
- Depth of field (maximum and minimum)
- Effect of different focal lengths on depth of field
- Perspective
- Stretched perspective
- Normal perspective
- Compressed perspective
- Exposure meter techniques
- Reflected
- Incident

ASSESSMENT GUIDELINE

Assessment context

Competency maybe assessed on the job due to the specific workplace environment requirements. However, it can be undertaken in a closely simulated workplace environment that reproduces all the required elements.

Critical aspects (for assessment)

Assessment requires evidence that the candidate:

- Interpreted creative and technical requirements and provided additional ideas in order to produce the desired style of captured images
- Applied knowledge of photographic principles
- Demonstrated technical knowledge in the use of range of cameras
- Restored equipment and materials safely

UNDERPINNING KNOWLEDGE	UNDERPINNING SKILLS
• Interpretation of creative requirements to technical operation • Range of cameras and	• Using different types of light measuring devises

operational functions • Framing techniques and methods of composition • Lens theory and application • Shutter speeds a n d Aperture settings	

UNIT 06

UNIT TITLE	Set up studio lights, equipment and accessories				
DESCRIPTOR	This unit covers the knowledge, skills and attitudes required to employ lighting techniques to a wide range of subjects in different situations.				
CODE		LEVEL		CREDIT	

ELEMENTS OF COMPETENCIES	PERFORMANCE CRITERIA
1. Plan lighting requirements	1.1. The specific lighting characteristics for the subject and purpose of image is correctly identified. 1.2. Appropriate lighting equipment are selected
2. Prepare specific work environment	2.1. Relevant camera systems and accessories for the work are selected 2.2. Lighting system is correctly assembled 2.3. Required safety aspects of the lighting set up and cabling are implemented
3. Light the subject	3.1. Lighting techniques are tested to suit the purpose of work 3.2. Qualities of light is adjusted, modified and calibrated to suit subject 3.3. Exposure is calculated to determine subject consistency with the purpose of photography
4. capture image	4.1. images are captured 4.2. captured images are reviewed and appropriate actions are taken if necessary
5. Restore work environment and equipment	5.1. Work environment is restored 5.2. Equipment is cleaned and maintained 5.3. Equipment and materials are stored safely

RANGE STATEMENT

Subject

- Nature

- Still life
- Social and corporate events
- Portraiture
- Product and food

Lighting equipment and techniques

- Light sources
- Natural light
- Candle light/ ambient low light sources
- Fluorescent lighting
- Halogen and quartz
- Ultraviolet and infra-red
- Mercury vapor light
- Electronic flash

Equipment

- Portable photoflood and tungsten light systems
- Portable electronic flash
- Portable monobloc type system
- Floor pack electronic flash system
- Lighting modifying devices, including scrims, umbrellas, honeycombs and grids, soft boxes, reflectors, light absorbers
- Gobo
- Fiber optics
- Portable HMI or fluorescent light

Techniques

- Ambient light and fill-in flash
- Painting with light
- Feathering the light
- Lighting glassware, metallic objects, translucent and textured surfaces
- Background effects
- Combined lighting and the illusion of movement
- White balance and custom colour optimization for electronic sensors
- Various lighting patterns
- High key and low key lighting

ASSESSMENT GUIDELINE

Assessment context

The assessment must provide for project or work activities that would allow the candidate to select and apply a range of lighting techniques for specified subjects

Critical aspects (for assessment)

Assessment requires evidence that the candidate:

- Selected appropriate camera and lighting equipment and associated accessories for specified subjects
- Applied range of lighting techniques for the specified subjects

Assessment methods

Competency must be assessed through:

- Demonstration with oral questioning
- Interview
- Portfolio

UNDERPINNING KNOWLEDGE	UNDERPINNING SKILLS
- ways in which a typical photo imaging studio is organized and practiced - electromagnetic spectrum, color temperature, color synthesis - photo imaging, lighting - ways in which light sensitive materials including digital sensors respond to light - implications of light on exposure - physical properties and capabilities of the camera systems and lighting equipment used	- literacy skills - numeracy skills

UNIT 07

UNIT TITLE	Perform post capture processing
DESCRIPTOR	This unit covers the knowledge; skills and attitudes required to use techniques for image processing and focus on technical aspects. This unit refers to the use of specific equipment and techniques for making photo images.

CODE		**LEVEL**		**CREDIT**	

ELEMENTS OF COMPETENCIES	PERFORMANCE CRITERIA
1. prepare work environment for post capture processing	1.1. a suitable work environment is selected to meet the processing tasks 1.2. software for work is set up
2. Process images	2.1. Files are downloaded 2.2. Files are organized 2.3. Work progress is accurately documented
3. Test techniques to produce proof sheets	3.1. Files are selected 3.2. Appropriate techniques are applied to produce digital proof sheets
4. Test techniques to make screen images	4.1. Images from the proof sheets are selected that match the required outcome 4.2. Enhancement and printing techniques are utilized
5. Store photo images	5.1. Storage media are identified and selected based on work requirements 5.2. Stored photo images are catalogued, organized and backed up

RANGE STATEMENT

Work environment

- Digital workplace equipped with computers, scanners, printers, storage for software, electrical cabling safely installed and managed, legitimate software

Equipment

- Computer
- Calibrated monitor
- Film and flatbed scanners
- Output devices

- Digital camera
- Discs and digital media storage cards
- Card readers
- Legitimate software
- External media drives
- Image recovery software

ASSESSMENT GUIDELINE

Assessment context

The assessment must provide for practical demonstration of skills using required equipment and materials for the production of proof sheets / work prints / digital files (s)

Critical aspects

Assessment requires evidence that the candidate:

- Printed proof sheets / work prints / digital files
- Demonstrated the application of selected techniques consistent with concept / brief.

Assessment methods

Competency in this unit must be assessed through:

- Demonstration with oral questioning
- Interview
- Portfolio

UNDERPINNING KNOWLEDGE	UNDERPINNING SKILLS
• Digital image processing software applications	• Literacy skills • Numeracy skills

UNIT 08

UNIT TITLE	Apply photo imaging lighting techniques
DESCRIPTOR	This unit describes the skills and knowledge required to select and apply lighting to a range of subjects
CODE		**LEVEL**		**CREDIT**	

ELEMENTS OF COMPETENCIES	PERFORMANCE CRITERIA
1. Set up lighting for photo shoot	1.1. Determine the lighting characteristics required for the subjects 1.2. Select the appropriate lighting equipment and accessories 1.3. Assemble camera and lighting system according to the requirement
2. Light subjects	2.1. Position models and props as required 2.2. Test and modify lighting techniques to create the desired effect 2.3. Adjust and calibrate camera settings as required
3. Capture images	3.1. Use appropriate camera features and lighting techniques to shoot photos 3.2. Review the images and adjust lighting and camera as required
4. Complete post-shoot activities	4.1. Dismantle work area after use and return to original condition 4.2. Clean and care for equipment according to manufacturer instructions 4.3. Report damage to equipment to relevant personnel

RANGE STATEMENT

Lighting equipment

- Light sources (flash tools)
- Soft box lights
- Umbrella lights
- Stands

Lighting techniques

- Front lighting
- Side lighting
- Back lighting
- Soft light
- Hard light
- Colour temperature

ASSESSMENT GUIDELINE

Assessment must be conducted in a safe environment. Evidence gathered should demonstrate A range of professional lighting techniques in a photo shoot.

UNDERPINNING KNOWLEDGE	UNDERPINNING SKILLS
- explain the operation and functions of a range of professional lighting equipment and accessories - explain the set up and effects of a range of lighting techniques used in professional photo imaging - explain ways to adjust camera settings for lighting	- explain ways to adjust camera settings for lighting - explain ways to adjust camera settings for lighting - explain ways to adjust camera settings for lighting

UNIT 09

UNIT TITLE	Enhance, manipulate and output photo images				
DESCRIPTOR	This unit describes the skills and knowledge required to enhance photo images ready for output.				
CODE		LEVEL		CREDIT	

ELEMENTS OF COMPETENCIES	PERFORMANCE CRITERIA
1. Plan image output	1.1. Identify and select appropriate image files 1.2. Assess qualities and characteristics of files suitable for enhancement and manipulation
2. Enhance and manipulate images	2.1. Select and apply techniques for image enhancement and manipulation consistent with concept to produce optimal quality images

RANGE STATEMENT

Photo enhancement and manipulation techniques

- Colour enhancing
- Adding a vignette
- Sharpness and details
- Filters

ASSESSMENT GUIDELINE

Assessment must be conducted in a safe environment. Evidence gathered should demonstrate a command of enhancement and manipulation techniques.

UNDERPINNING KNOWLEDGE	UNDERPINNING SKILLS
- outline the features of files that can be enhanced or manipulated - describe common techniques for enhancing and manipulating images - describe a range of output equipment and materials that can be used in digital or other print technologies - outline a range of output options	- plans, selects and uses processes and outputting options to suit the job requirements and in accordance with workplace procedures. - produce a body of images that demonstrates command of enhancement and manipulation techniques

UNIT 10

UNIT TITLE	Apply visual communication theory to photo imaging practice				
DESCRIPTOR	This unit describes the skills and knowledge required to produce creative and innovative photo images based on visual communication theory.				
CODE		LEVEL		CREDIT	

ELEMENTS OF COMPETENCIES	PERFORMANCE CRITERIA
1. Research role of photo imaging in visual communication	1.1. Research historical and contemporary role of photo images in visual communication using relevant information sources 1.2. Investigate use of photo images in various modes and media, and evaluate meaning of photo image in context of its use 1.3. Critique, using visual communication theory, a range of photo images and themes
2. Use visual communication in photo imaging practice	2.1. Determine intent of visual communication and target audience for photo images 2.2. Apply photo image themes and selected aspects of visual communication theory to production of photo images 2.3. Present photo images using range of visual communication modes and media
3. Evaluate visual communication in photo imaging practice	3.1. Evaluate effectiveness of visual communication in production of photo images to engage target audience 3.2. Evaluate how applying visual communication theories to photo images impacts on own creative practice, equipment needs and work opportunities

ASSESSMENT GUIDELINE

Assessment must be conducted in a safe environment. Evidence gathered should demonstrate the production of a body of photo images that apply visual communication in various modes to engage the target audience. It should also show the ability to evaluate own work for its visual communication impact.

UNDERPINNING KNOWLEDGE	UNDERPINNING SKILLS
• outline research techniques relevant to the creative practitioner • describe a range of contexts in which the photo images are used for visual communication • identify the common modes of visual communication and describe the essential features that impact on photo image production • describe common themes used in photo imaging and explain how visual communication is used in their conceptualisation and production • summarise the key commentators and theories on the connection between visual communication and the photo image.	• research visual communication theories to establish their role in the production of photo images • create a body of photo images that apply visual communication in various modes to engage a target audience • evaluate own work for its visual communication impact.

UNIT 11

UNIT TITLE	Provide photographic portrait services				
DESCRIPTOR	This unit describes the skills and knowledge required to produce portrait images for personal, family or corporate collections.				
CODE		LEVEL		CREDIT	

ELEMENTS OF COMPETENCIES	PERFORMANCE CRITERIA	
1. Plan portrait photo imaging services	1.1.	Research styles and conceptual and aesthetic approaches to photographic portraits
	1.2.	Develop studio style for intended target audience
	1.3.	Create work samples representative of studio style for marketing and promotional purposes
2. Prepare for shoot	2.1.	Assess shoot requirements and take test shots to refine approach
	2.2.	Develop shoot management timelines, prepare equipment and confirm production team support where necessary
	2.3.	Confirm with necessary parties access to locations and subjects
3. Shoot and produce images	3.1.	Interact with client to capture photo images to agreed style, content and specifications
	3.2.	Seek feedback from client on shoot progress and image selection
	3.3.	Optimise images to agreed client specifications using industry standards
4. Wrap up and review shoot	4.1.	Check and reinstate equipment and shoot site to original condition
	4.2.	Review client feedback and evaluate personal performance in shoot context
	4.3.	Catalogue and archive optimised images
	4.4.	Identify future opportunities, work directions, equipment needs and workflow changes resulting from shoot

RANGE STATEMENT

Portrait photo styles

- Traditional portrait
- Environmental portrait
- Candid portrait
- Glamour portrait
- Lifestyle portrait
- Surreal portrait
- Conceptual portrait
- Abstract portrait
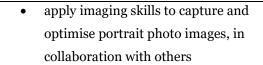
ASSESSMENT GUIDELINE

Assessment must be conducted in a safe environment. Evidence gathered should demonstrate the ability to:

- interpret a brief and confirm requirements with client and other relevant personnel

- arrange agreements, contracts, licences, permits and invoices following standard business practices

- devise a shoot schedule and organise photo imaging equipment, subjects and locations to shoot portrait photo images according to legal requirements

- apply imaging skills to capture and optimise portrait photo images, in collaboration with others

- process, catalogue and archive photo images in accordance with industry standards

- package photo images for promotional purposes

- evaluate own performance and creative products for future improvement.

UNDERPINNING KNOWLEDGE	UNDERPINNING SKILLS
• describe styles and conceptual and aesthetic approaches as they apply to portrait photo images in a range of contexts • describe the features and capabilities of portrait photo imaging capture technologies • explain techniques to proof, optimise and process portrait photo images • describe professional practice arrangements and codes of practice applicable to a portrait photographer.	• interpret a brief and confirm requirements with client and other relevant personnel • arrange agreements, contracts, licences, permits and invoices following standard business practices • devise a shoot schedule and organise photo imaging equipment, subjects and locations to shoot portrait photo images according to legal requirements

	- apply imaging skills to capture and optimise portrait photo images, in collaboration with others - process, catalogue and archive photo images in accordance with industry standards - package photo images for promotional purposes - evaluate own performance and creative products for future improvement.

UNIT 12

UNIT TITLE	Produce media photo images				
DESCRIPTOR	This unit describes the skills and knowledge required to produce photo images for media services. It applies to individuals who interpret editorial team assignments, work with journalists.				
CODE		LEVEL		CREDIT	

ELEMENTS OF COMPETENCIES	PERFORMANCE CRITERIA	
1. plan for media assignment	1.1.	meet with editor, team or journalist to define or refine shoot requirements, objectives and deadlines
	1.2.	Evaluate intended use, style and theme of media assignment and confirm publication platform with relevant personnel
	1.3.	Research styles and conceptual and aesthetic approaches to similar subject material
2. Prepare for shoot	2.1.	Review shoot requirements against assignment objectives
	2.2.	Investigate and address media codes of practice and work health and safety requirements specific to assignment
	2.3.	Develop shoot management timelines, liaise with relevant personnel and prepare equipment
	2.4.	Liaise with necessary people to arrange access to locations and other subjects
3. Shoot and produce images	3.1.	Capture images within shoot context safely and ethically, and record necessary detail for captions
	3.2.	Optimise images and complete caption details to meet necessary specifications using media industry standards

		3.3.	Output and transmit photo images as required
4. Wrap up and review shoot		4.1.	Check and reinstate equipment to original condition
		4.2.	Review feedback from relevant personnel and evaluate personal performance in shoot context
		4.3.	Catalogue and archive images
		4.4.	Identify future opportunities, work directions, equipment needs and workflow changes resulting from shoot

ASSESSMENT GUIDELINE

Assessment must be conducted in a safe environment. Evidence gathered should demonstrate the ability to:

- devise a shoot timetable and organise photo imaging equipment, subjects and locations to shoot media photo images
- apply imaging skills to capture and optimise media photo images that meet industry standards, in collaboration with others

UNDERPINNING KNOWLEDGE	UNDERPINNING SKILLS
- describe styles and conceptual and aesthetic approaches as they apply to media photo images in a range of contexts - describe the features and capabilities of photo imaging capture technologies - explain techniques to optimise, process and transfer photo images for use in media - describe professional practice arrangements and codes of practice as they apply to the media photographer - outline personal health and safety factors that may affect a media photographer.	- interpret an assignment with relevant personnel - devise a shoot timetable and organise photo imaging equipment, subjects and locations to shoot media photo images - apply imaging skills to capture and optimise media photo images that meet industry standards, in collaboration with others - process, catalogue and archive photo images in accordance with industry standards - package photo images for promotional purposes - evaluate own performance and creative products for future improvement.

UNIT 13

UNIT TITLE	Provide wedding photo imaging products
DESCRIPTOR	This unit describes the performance outcomes, skills and knowledge required to provide photo imaging services for wedding clients. The unit deals with the recording of key moments, moods and activities of a wedding day (including individual portraits) as well as presenting photo images in various forms.
CODE		LEVEL		CREDIT	

ELEMENTS OF COMPETENCIES	PERFORMANCE CRITERIA
1. Develop a range of wedding services based on a studio style	1.1. Research sources of information for contemporary styles and conceptual or aesthetic approaches to wedding photo imaging styles, subjects and locations 1.2. Develop a studio style and determine its relevance and suitability to intended target audience 1.3. Make test shots to refine studio style 1.4. Prepare sample albums representative of studio style for marketing or promotional purposes 1.5. Research and adopt professional practice arrangements for wedding services and confirm with appropriate people 1.6. Promote and market wedding photo imaging services to potential clients
2. Liaise with client and prepare for shoot	2.1. Meet with client to confirm shoot responsibilities, shoot requirements and pricing schedule 2.2. Make appropriate shoot preparations
3. Shoot images, proof and optimise work to client specifications	3.1. Capture images within shoot context and be prepared for changed circumstances

		3.2.	Coordinate and work with a shoot team and seek feedback from client on shoot progress and image selection
		3.3.	Optimise images and output creative products to agreed client specifications using industry standards
4.	Wrap up and review shoot	4.1.	Maintain quality and working condition of equipment, studio and props
		4.2.	Review client response and personal performance within shoot context
		4.3.	Appropriately catalogue and archive images and files
		4.4.	Identify future opportunities, work directions, equipment needs and workflow changes resulting from the shoot

RANGE STATEMENT

Wedding photo imaging styles

- Contemporary
- Cultural
- Magazine style
- Photo-documentary/photo essay
- Traditional

Wedding subjects

- Integration of subjects into architectural and landscape environments
- Portraits of couple, groups, individuals
- Apparel and accessories
- Cakes
- Dresses
- Flowers
- Jewellery

Studio style

- Depth of field
- Exposure compensation
- Fragments and details
- Framing and cropping
- Lens focal length
- Post capture image treatment
- Point of view
- Use of abstraction

Creative products

- Photo images as
  - Digital files
  - DVDs and digital media presentations
  - Framed prints
  - Loose prints
  - Mounted prints
  - Prints for albums and books

ASSESSMENT GUIDELINE

Critical aspects

Should demonstrate the ability to:

- apply a typical workflow in wedding photo imaging professional practice

- apply technical and imaging skills, including capturing and optimising wedding images

- interact and liaise with clients and associated professionals within the context of a wedding shoot, including empathetic communication skills

Assessment context

Must have access to:

- a range of photo imaging production equipment employed in a wedding context, such as album layout software, cameras, computers, printers, lighting and accessories

- a range of locations and studios for wedding photo imaging shoots

- sources of information to research contemporary styles and conceptual or aesthetic approaches to wedding photo imaging

- appropriate learning and assessment support when required

Assessment method

- direct questioning combined with review of portfolios

- review of third-party reports from experienced practitioners

- direct observation of candidate applying a typical workflow in wedding photo imaging professional practice

- case studies to assess candidate's ability to research contemporary styles and conceptual or aesthetic approaches to wedding photo imaging

UNDERPINNING KNOWLEDGE	UNDERPINNING SKILLS
• broad wedding photo imaging environment, including the styles, and	• photo imaging skills to: • create meaningful images

where and how the image products are used • procedures for selecting, testing and evaluating technology to determine its suitability for wedding production purposes	• optimise or create files to wedding photo imaging industry standards • use industry-standard digital media, design and presentation technologies • research skills • critical thinking skills • literacy skills • numeracy skills • planning and organizing skills • learning skills • problem solving skills • communication skills