

**VISUAL ARTS, CRAFT AND DESIGN  
TRAINING PACKAGE**

**CUV03**

**VERSION 3**

**PURCHASING GUIDE**

**Western Australian Department of Education and Training  
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## **Foreword**

This Purchasing Guide has been generated to enable the stakeholders in the Visual Arts, Craft and Design Industry in Western Australia to participate in the managed implementation of the national Visual Arts, Craft and Design Training Package CUV03 (V3).

Information within this Guide should provide guidance on how competency standards may be selected and applied to achieve suitable outcomes and qualifications, for and within an industry.

The Visual Arts, Craft and Design Training Package CUV03 (V3) was endorsed by Ministers for vocational education and training on 31<sup>st</sup> December, 2007.

## Version Modification History

The version details of this endorsed Training Package are in the table below. The latest information is at the top of the table.

Version	Release Date	Modification History
3	TBC	<p>Addition of 17 new units:</p> <ul style="list-style-type: none"> <li>• CUVPHI501A Research role and use of the photoimage in visual communication</li> <li>• CUVPHI502A Research and exploit photoimaging trends</li> <li>• CUVPHI503A Explore the descriptive and emotive nature of photo lighting</li> <li>• CUVPHI504A Investigate and exploit innovative imaging options</li> <li>• CUVPHI505A Produce an innovative presentation of professional work</li> <li>• CUVPHI506A Produce commercial photoimages</li> <li>• CUVPHI507A Provide domestic portrait services</li> <li>• CUVPHI508A Produce media photoimages</li> <li>• CUVPHI509A Make wedding photoimaging products</li> <li>• CUVPHI510A Plan, capture and exploit art photoimages</li> <li>• CUVPHI511A Produce technical photoimages</li> <li>• CUVPHI512A Make illustrative images for publication and display</li> <li>• CUVPHI513A Plan, capture and exploit stock photoimages</li> <li>• CUVPHI514A Employ colour management in a digital imaging workplace</li> <li>• CUVPHI515A Prepare digital images for pre-press printing</li> <li>• CUVDES601A Design innovative products</li> <li>• CUVIND501A Maintain and apply creative arts industry knowledge</li> </ul> <p>Addition of 2 new qualifications:</p> <ul style="list-style-type: none"> <li>• CUV50407 Diploma of Photoimaging</li> <li>• CUV60307 Advanced Diploma of Creative Product Development</li> </ul> <p>Addition Skill Set:</p> <ul style="list-style-type: none"> <li>• Technical/Scientific Field-Based Photoimaging</li> </ul> <p>Incorporation of Employability Skills in units and within qualifications</p> <p>Units codes changed to reflect mandatory ES changes</p> <p>Imported units updated (where amendments have been made through parent Training Package reviews)</p> <p>CUV40403 Certificate IV in Photoimaging updated to include more appropriate units examples for retail assistants</p>
2	19/1/04	Addition of Certificates II and IV in Opal Cutting and Polishing
1	30/8/03	Primary release

## Transition Arrangements

Registered Training Organisations (RTO's) are required to deliver Training Package qualifications within 12 months of release of the Training Package on the National Training Information Service (NTIS). A current accredited course, however, may be used until its accreditation expires.

An RTO with the scope of registration authorising delivery of existing accredited courses in a defined industry area will be deemed to have the resources and facilities to deliver the new qualification/s in that industry area.

An Amendment to Scope will be necessary where the industry area is not within scope. The Training Accreditation Council (TAC) will need to be advised of any new qualifications from the Training Package being delivered.

## Existing Courses

Existing Western Australian owned courses affected by the introduction of the new qualifications will be retired as soon as practicable. New enrolments in 2009 should therefore be directed into Training Package qualifications.

## Transition to New Qualifications

Students currently enrolled in a training course should be permitted to complete the program they enrolled in initially, unless the move to the related qualification from a Training Package can be made without disadvantage to a student.

## Funding

Some learners may only achieve a Statement of Attainment during their enrolment period with the RTO. Separate funding is not provided to assess the learner who has left his/her studies and then, at a later date, wants to complete an integrated assessment to achieve a certificate qualification. The RTO will be required to make special arrangements to issue the final qualification. This process may involve an invitation to the employer (if applicable) to participate in the assessment in the workplace.

## Nominal Duration of Qualifications

The maximum nominal hours are identified for each Training Package qualification. Nominal hours may vary within a qualification depending on the units of competency selected and the delivery strategies used; however, training delivery will not be funded beyond the maximum nominal hours indicated. Nominal hours are for structured training only and include both delivery and assessment.

## Definition of nominal hours (supervised)

The hours of supervised learning or training deemed necessary to cover the educational material in a training program when undertaken in standard classroom delivery mode. (*Source: A Glossary of Australian Vocational Education and Training Terms*).

## Employability Skills

### *What are the employability skills?*

Employability skills are non-technical skills and competencies which have always been an important part of an individual's effective and successful participation in the workplace. Their explicit inclusion in Training Packages represents the progression of competency based training into a system which develops the full range of transferable skills, attitudes and behaviour required for successful participation in the workplace.

Employability skills have been developed from a business and industry need for a broader range of skills beyond the Mayer Key Competencies that were developed in 1992. The 2002 report, *Employability Skills for the Future*, published by the Business Council of Australia and the Australian Chamber of Commerce and Industry, outlined an 'Employability Skills Framework' which identifies eight employability skills. They are:

- **communication skills**, which contribute to productive and harmonious relations between employees and customers
- **teamwork skills**, which contribute to productive working relationships and outcomes
- **problem-solving skills**, which contribute to productive outcomes
- **initiative and enterprise skills**, which contribute to innovative outcomes
- **planning and organising skills**, which contribute to long-term and short-term strategic planning
- **self-management skills**, which contribute to employee satisfaction and growth
- **learning skills**, which contribute to ongoing improvement and expansion in employee and company operations and outcomes
- **technology skills**, which contribute to effective execution of tasks.

### *The Employability Skills Framework*

The Employability Skills Framework details the employability skills and the elements, or facets, of those skills that employers identified as important. Facets are examples of skills and behaviour which contribute to the overall application of each particular employability skill. The nature, emphasis and context of these facets vary across industries.

## ***Employability skills and Training Packages***

The National Quality Council endorsed the approach to explicitly embed the applicable employability skills into each individual unit of competency. In 2005 and 2006 specifically developed tools were used by Industry Skills Councils to review and embed employability skills into Training Package qualifications.

In many cases the skills and knowledge identified by the Employability Skills Framework already existed in Training Packages. Industry Skills Councils reviewed each Training Package and, where gaps existed or changes were required, modified the competency standards. For some Training Packages, the Framework was further modified to capture industry specific requirements. These requirements were then mapped to existing Training Packages and embedded and strengthened in units of competency.

Employability skills are said to be explicitly embedded when units of competency are written in a manner which makes the relationships between employability skills and the other performance requirements clear and readily identifiable.

### ***Employability skills summary***

Once the units of competency in a qualification have been mapped against the Framework, an Employability Skills Summary is created for every qualification in a Training Package. Summaries broadly identify the application of each employability skill in the context of the job role(s) covered by the qualification. They are designed to assist in identifying and including relevant industry applications of the employability skills into learning and assessment strategies.

### ***Reporting employability skills***

The National Quality Council Working Group on Employability Skills has agreed to a draft model for reporting employability skills. The draft model is yet to be presented to the National Quality Council for endorsement.

The Working Group recommends that:

- employability skills summaries will be available for downloading from a central internet repository (yet to be determined while NTIS 3 is under development)
- a brief statement with a URL to a user-friendly repository of employability skills summaries, from where the relevant summary can be downloaded to be printed on each qualification
- learners use the URL to download the relevant employability skills summary for their qualification
- RTO's will include generic text and the URL on all qualification testamurs.

## Qualifications and Nominal Hours

The following table provides a summary of the additional qualifications and nominal hours in the Visual Arts, Craft and Design Training Package CUV03 (V3).

<b>National ID</b>	<b>Training Package Qualification Title</b>	<b>Maximum Nominal Hours</b>
CUV50407	Diploma of Photoimaging	870
CUV60307	Advanced Diploma of Creative Product Development	755



## Units of Competency and Nominal Hours

The following table provides a summary of the additional units of competency and nominal hours in the Visual Arts, Craft and Design Training Package CUV03 (V3).

National ID	Training Package Unit Title	Max Nominal Hours
CUVDES601A	Design innovative products	50
CUVIND501A	Maintain and apply creative arts industry knowledge	50
CUVPHI501A	Research role and use of the photoimage in visual communication	50
CUVPHI502A	Research and exploit photoimaging trends	50
CUVPHI503A	Explore the descriptive and emotive nature of photo lighting	80
CUVPHI504A	Investigate and exploit innovative imaging options	50
CUVPHI505A	Produce an innovative presentation of professional work	160
CUVPHI506A	Produce commercial photoimages	80
CUVPHI507A	Provide domestic portrait services	50
CUVPHI508A	Produce media photoimages	50
CUVPHI509A	Make wedding photoimaging products	50
CUVPHI510A	Plan, capture and exploit visual art photoimages	50
CUVPHI511A	Produce technical photoimages	80
CUVPHI512A	Make illustrative images for publication and display	50
CUVPHI513A	Plan, capture and exploit stock photoimages	50
CUVPHI514A	Employ colour management in a digital imaging workplace	50
CUVPHI515A	Prepare digital images for pre-press printing	50

## Courses which are replaced by the qualifications in the Visual Art, Craft and Design Training Package CUV03 (V3)

The following table provides an overview of the qualifications from the Visual Art, Craft and Design Training Package CUV03 (V3) which replace current qualification(s) and/or accredited course(s).

Accredited Course/Existing Training Package Current Qualification			Training Package CUV03 (V3) Replacement Qualification		
National ID	Qualification Title	Hours	National ID	Qualification Title	Hours
51729	7532 Diploma of Photography	578	CUV50407	Diploma of Photoimaging	870
	No previous equivalent	0	CUV60307	Advanced Diploma of Creative Product Development	755

## CUV50407 - Diploma of Photoimaging

<b>Qualification Title</b>	Diploma of Photoimaging
<b>Qualification Code</b>	CUV50407
<b>TAFEWA ID</b>	D208
<b>Nominal Hours</b>	870 Hours
<b>Qualification Packaging Rules</b>	<p>Total number of units = 17            3 core units plus            8 specialist units, with a minimum of 3 selected from each of the following two specialist fields:</p> <ul style="list-style-type: none"> <li>- Photoimaging (Generic competencies)</li> <li>- Photoimaging (Contextual competencies), plus</li> </ul> <p>6 elective units, with at least 3 selected from the remaining specialist/non-specialist elective units.</p> <p>The other 3 elective units may be selected from the remaining specialist/non-specialist elective units or from a Diploma qualification in any other nationally endorsed Training Package.</p> <p>Electives must be relevant to the work outcome, local industry requirements and the qualification level.</p>

The following table outlines the Core, Specialist and Elective options for this qualification. Please refer to Visual Arts, Craft and Design Training Package for the full details of available options and suggestions for selecting appropriate units for specific job roles.

Unit Code	Unit Title	Nominal Hours
<b>Core Units</b>		
CUVPHI501A	Research role and use of the photoimage in visual communication	50
CUVPHI502A	Research and exploit photoimaging trends	50
CUVPHI514A	Employ colour management in a digital imaging workplace	50
<b>Specialist Elective Units – A minimum of eight (8) specialist electives to be selected</b>		
<b>Photoimaging (Generic Competencies) – A minimum of three (3) to be completed</b>		
CUVPHI02B	Develop self for Photoimaging industry	20
CUVPHI09B	Use colour materials, processing and printing techniques in a wet darkroom context	60
CUVPHI503A	Explore the descriptive and emotive nature of photo lighting	80
CUVPHI504A	Investigate and exploit innovative imaging options	50
CUVPHI505A	Produce an innovative presentation of professional work	160
CUVPHI515A	Prepare digital images for pre-press printing	50
CUVVSP13B	Research and experiment with techniques for digital image enhancement and manipulation	60
<b>Photoimaging (Contextual Competencies) – A minimum of three (3) to be completed</b>		
CUVPHI506A	Produce commercial photoimages	80
CUVPHI507A	Provide domestic portrait services	50
CUVPHI508A	Produce media photoimages	50
CUVPHI509A	Make wedding photoimaging products	50

CUVPHI510A	Plan, capture and exploit visual art photoimages	50
CUVPHI511A	Produce technical photoimages	80
CUVPHI512A	Make illustrative images for publication and display	50
CUVPHI513A	Plan, capture and exploit stock photoimages	50
<b>Other Specialist Electives</b>		
BSBCRT402A	Collaborate in a creative process	40
BSBCRT403A	Explore the history and social impact of creativity	50
BSBCRT501A	Originate and develop concepts	30
BSBDES501A	Implement design solutions	60
BSBDES502A	Establish, negotiate and refine a design brief	65
CUFPOS402A	Manage media assets	40
BSBADM407B	Administer projects	40
BSBPMG510A	Manage projects	45
PSPPM402B	Manage simple projects	50
PSPPM405A	Administer simple projects	40
BSBREL401A	Establish networks	40
<b>Elective Units</b>		
– Six (6) elective units to be selected, with at least three (3) selected from the remaining specialist / non-specialist elective units. The other three (3) elective units may be selected from the remaining specialist / non-specialist elective units or from a Diploma qualification in any other nationally endorsed Training Package. Electives must be relevant to the work outcome, local industry requirements and the qualification level.		
<b>Non-Specialist Elective Units</b>		
– The following electives are an example only, of the forty-five (45) non-specialist elective units listed for this qualification in the CUV03 (V3) training package.		
BSBITA401A	Design databases	30
BSBMKG514A	Implement and monitor marketing activities	40
CUFCMP501A	Manage and exploit copyright arrangements	20
CUFDIG502A	Design web environments	50
CUFIND401A	Provide services on a freelance basis	30
BSBOHS509A	Ensure a safe workplace	50

## CUV60307 – Advanced Diploma of Creative Product Development

<b>Qualification Title</b>	Advanced Diploma of Creative Product Development
<b>Qualification Code</b>	CUV60307
<b>TAFEWA ID</b>	D209
<b>Nominal Hours</b>	755 Hours
<b>Qualification Packaging Rules</b>	<p>Total number of units = 16            4 core units plus            6 specialist units, with no more than 3 counting previously towards a related Diploma qualification, plus            6 elective units, with at least 2 selected from the remaining specialist/elective units.</p> <p>The other 4 elective units may be selected from the remaining specialist/elective units or from an Advanced Diploma qualification in any other nationally endorsed Training Package.</p> <p>Electives must be relevant to the work outcome, local industry requirements and the qualification level.</p>

The following table outlines the Core, Specialist and Elective options for this qualification. Please refer to Visual Arts, Craft and Design Training Package for the full details of available options and suggestions for selecting appropriate units for specific job roles.

Unit Code	Unit Title	Nominal Hours
<b>Core Units</b>		
BSBOHS609A	Evaluate an organisation's OHS performance	50
CUFCMP501A	Manage and exploit copyright arrangements	20
CUVDES601A	Design innovative products	50
CUVIND501A	Maintain and apply creative arts industry knowledge	50
<b>Specialist Elective Units – A minimum of six (6) to be selected</b>		
BSBCRT501A	Originate and develop concepts	30
BSBCRT601A	Research and apply concepts and theories of creativity	65
BSBDES501A	Implement design solutions	60
BSBDES502A	Establish, negotiate and refine a design brief	65
BSBDES601A	Manage design realisation	50
BSBDES602A	Research global design trends	30
BSBDES701A	Research and apply design theory	40
CUFDIG507A	Design digital simulations	50
BSBDIV701A	Develop cross-cultural communication and negotiation strategies	80
CUVCOR09B	Select and apply drawing techniques and media to represent and communicate the concept	40
BSBINN801A	Lead innovative thinking and practice	80
CUVPHI501A	Research role and use of the photoimage in visual communication	50
CUVPHI505A	Produce an innovative presentation of professional work	160

**Elective Units**

- **Six (6) elective units to be selected, with at least two (2) selected from the remaining specialist or elective units. The other four (4) elective units may be selected from the remaining specialist or elective units or from an Advanced Diploma qualification in any other nationally endorsed Training Package**

**The following electives are an example only, of the twenty (20) elective units listed for this qualification in the CUV03 (V3) training package.**

BSBMGT617A	Develop and implement a business plan	60
BSBMKG609A	Develop a marketing plan	50
BSBFIM601A	Manage finances	80
BSBINM601A	Manage knowledge and information	60
CUVADM13B	Research and critique cultural work(s)	50
CUVADM10B	Research and utilise revenue and funding opportunities	40

## Examples of Training Programs

Units of competency may be customised so that the tasks involved in demonstrating competence are designed to meet the requirements of an individual enterprise or to satisfy regulations in a particular state or territory.

Each qualification in the Visual Arts, Craft and Design Training Package CUV03 (V3) may be customised to meet the context in which the training is taking place. A qualification can also be customised to accommodate a learner's chosen career pathway.

The following are examples of suitable training programs for the additional qualifications in the Visual Arts, Craft and Design Training Package CUV03 (V3). The models are not intended to be prescriptive but illustrate ways that qualifications can be achieved.

## CUV50407 – Diploma of Photoimaging

### EXAMPLE TRAINING PROGRAM

The following table outlines **ONE** example of a training program for this qualification. Please refer to the Visual Arts, Crafts and Design Training Package for the full details of available options.

Unit Code	Unit Title	Nominal Hours
<b>Core Units</b>		
CUVPHI501A	Research role and use of the photoimage in visual communication	50
CUVPHI502A	Research and exploit photoimaging trends	50
CUVPHI514A	Employ colour management in a digital imaging workplace	50
<b>Specialist Elective Units</b>		
BSBREL401A	Establish networks	40
CUFPOS402A	Manage media assets	40
CUVPHI503A	Explore the descriptive and emotive nature of photo lighting	80
CUVPHI504A	Investigate and exploit innovative imaging options	50
CUVPHI505A	Produce an innovative presentation of professional work	160
CUVPHI507A	Provide domestic portrait services	50
CUVPHI509A	Make wedding photoimaging products	50
CUVPHI512A	Make illustrative images for publication and display	50
<b>Elective Units</b>		
BSBCRT501A	Originate and develop concepts	30
BSBITA401A	Design databases	30
BSBMKG514A	Implement and monitor marketing activities	40
CUFCMP501A	Manage and exploit copyright arrangements	20
CUFDIG502A	Design web environments	50
CUFIND401A	Provide services on a freelance basis	30
<b>TOTAL</b>		<b>870</b>



## CUV60307 – Advanced Diploma of Creative Product Development

### EXAMPLE TRAINING PROGRAM

The following table outlines **ONE** example of a training program for this qualification. Please refer to the Visual Arts, Crafts and Design Training Package for the full details of available options.

Unit Code	Unit Title	Nominal Hours
<b>Core Units</b>		
BSBOHS609A	Evaluate an organisation's OHS performance	50
CUFCMP501A	Manage and exploit copyright arrangements	20
CUVDES601A	Design innovative products	50
CUVIND501A	Maintain and apply creative arts industry knowledge	50
<b>Specialist Elective Units</b>		
BSBCRT501A	Originate and develop concepts	30
BSBCRT601A	Research and apply concepts and theories of creativity	65
BSBDES601A	Manage design realisation	50
BSBDES602A	Research global design trends	30
BSBDES701A	Research and apply design theory	40
CUFDIG507A	Design digital simulations	50
<b>Elective Units</b>		
BSBMGT617A	Develop and implement a business plan	60
CUVADM13B	Research and critique cultural work(s)	50
CUVADM10B	Research and utilise revenue and funding opportunities	40
<b>Other Elective Units</b>		
BSBDIV701A	Develop cross-cultural communication and negotiation strategies	80
CUVPHI501A	Research role and use of the photoimage in visual communication	50
CUVCOR09B	Select and apply drawing techniques and media to represent and communicate the concept	40
<b>TOTAL</b>		<b>755</b>