Australian Government

Department of Education, Employment and Workplace Relations

ICADMT403A Produce and edit digital images

Release: 1

ISC INDUSTRY SKILLS COUNCILS
Creating Australia's Future

ICADMT403A Produce and edit digital images

Modification History

Release	Comments
Release 1	This Unit first released with *ICA11 Information and Communications Technology Training Package version 1.0*

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to produce and edit digital images using a range of digital media technologies.

Application of the Unit

This unit applies to digital media designers in a broad range of technical and managerial functions who are responsible for producing, editing, enhancing and manipulating digital images.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement but users should confirm requirements with the relevant federal, state or territory authority.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Element	Performance Criteria
Elements describe the essential outcomes of a unit of competency.	*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.*

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Elements and Performance Criteria

1. Assess digital camera qualities	1.1 Assess camera software compatibility with hardware systems and select appropriate software for the production
	1.2 Select a pixel resolution on the camera to achieve the required quality and resolution of outcome
	1.3 Check the storage capacity of the camera to identify the number of images required to be captured
	1.4 Assess *camera features* as suitable to the quality of and use of digital image required
	1.5 Handle and store lithium batteries according to OHS requirements
2. Photograph an image	2.1 Consider camera features when operating camera to ensure capture of image meets production requirements
	2.2 Load and operate the camera according to manufacturer specifications and appropriate to the quality of image to be photographed
	2.3 Capture digital images using designated *file formats*
3. Edit a digital image	3.1 Ensure correct use of *digital image software*, including entering and exiting the selected software
	3.2 Create and store digital image files on a computer according to software procedures
	3.3 Enhance, crop and alter digital images electronically to deliver the required image
	3.4 Check digital images for suitability and compliance with specifications
	3.5 Save and retrieve digital images using designated file formats
	3.6 Assess digital images for the *delivery mode*
4. Incorporate digital images into an interactive sequence	4.1 Create graphics that incorporate the *principles of design* using digital image software
	4.2 Edit, enhance, amend and save digital images using digital image software
	4.3 Combine digital images into a designated *interactive sequence*
	4.4 Integrate digital images into a designated interactive sequence
	4.5 Evaluate the outcome for purpose, visual impact and

	effectiveness

Required Skills and Knowledge

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

Required skills

- learning skills to research encountered problems independently
- literacy skills to interpret standards, requirements and equipment operation manuals
- planning and organisational skills to determine the most appropriate solution
- problem-solving skills to anticipate and resolve minor equipment set-up problems
- technical skills to:
    - manage files using standard naming conventions
    - use a digital camera to create well-composed digital images
    - use digital imaging software to edit digital images.

Required knowledge

- basic knowledge of the features of a range of delivery platforms
- basic photographic techniques
- basic principles of visual design and communication
- copyright and intellectual property
- implications of technology connectivity
- OHS requirements for the use of cameras and computers, and handling and disposing of lithium batteries
- procedures for customer and business liaison
- relevant standards.

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: • operate a digital camera to capture a range of images • identify and select appropriate tools and procedures required to produce digital images • use digital imaging software to prepare high quality digital images that satisfy a range of customer or business requirements.
Context of and specific resources for assessment	Assessment must ensure access to: • range of resources and equipment, including digital camera and industry standard graphics software • standards and copyright information • appropriate learning and assessment support when required • modified equipment for people with special needs.

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:
	• direct observation of candidate selecting software and hardware types and identifying standards to meet business requirements
	• evaluation of photo images prepared on a number of occasions
	• verbal or written questioning to determine candidate's knowledge regarding:
	  • digital imaging techniques
	  • terminology
	  • methods
	  • OHS issues
	• evaluation of the effectiveness of a candidate's design and creativeness of digital images for interactive sequences.

Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, where appropriate. Assessment processes and techniques must be culturally

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	appropriate, and suitable to the communication skill level, language, literacy and numeracy capacity of the candidate and the work being performed.
	Indigenous people and other people from a non-English speaking background may need additional support.
	In cases where practical assessment is used it should be combined with targeted questioning to assess required knowledge.

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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.

Camera features may include:	• aperture • automatic, program or manual settings • batteries • colour, target and working space • compatibility with hardware and digital imaging software • exposure compensation • file format • flash or fill flash • lens focal lengths, such as wide angle, close-up and telephoto • menu functions • resolution, such as megapixels • shutter speed • size and type of memory cards • subject modes • white balance.
File formats may include:	• graphic interchange format (gif) • joint photographic expert group (jpeg) • portable document format (pdf) • picture format (pict) • portable network graphics (png) • photoshop data (psd) • raw (not yet processed) • tagged image file format (tiff).
Digital image software may include a wide range of programs:	• Adobe Photoshop • Adobe Photoshop Elements • Adobe Photoshop Lightroom • Apple Aperture • Corel Paint Shop Pro • Corel PhotoPaint • GNU Image Manipulation Program (GIMP and GIMPshop).
Delivery mode may include:	• CD • DVD • games console • internet

	• mobile phones • personal digital assistants (PDAs) • print • video players.
Principles of design may include:	• balance • emphasis • movement • perspective • proportion • scale • unity.
Interactive sequence may include:	• animation • e-commerce • educational product • game • information product • promotional product • training product • website.

Unit Sector(s)

Digital media technologies

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