Australian Government

Department of Education, Employment and Workplace Relations

CUFIMA01A Produce and manipulate digital images

Release: 1

INDUSTRY SKILLS COUNCILS
Creating Australia's Future

CUFIMA01A Produce and manipulate digital images

Modification History

Not applicable.

Unit Descriptor

This unit describes the skills and knowledge required to produce and manipulate digital images for a multimedia production within the cultural industries.
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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

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Element	Performance Criteria
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1 Assess digital camera qualities	1.1 Assess camera software compatibility with hardware systems and select appropriate software for the production
	1.2 Match pixel resolution of the camera to the required quality and resolution of outcome
	1.3 Check the RAM capacity of the camera to see that it is appropriate to the number of images required to be captured
	1.4 Assess shutter speed, focal lengths and camera feature modes as suitable to the quality of and use of photographic image required
	1.5 Handle and store lithium batteries in accordance with occupational health and safety requirements
2 Photograph and upload a digital image	2.1 Consider focus and exposure in operation of the digital camera to ensure capture of image meets production requirements
	2.2 Ensure correct use of digital image software including entering and exiting the selected software
	2.3 Save and retrieve digital photographs using designated file formats
	2.4 Load and operate the digital camera in accordance with manufacturer's specifications and appropriate to the quality of image to be photographed
	2.5 Upload the IBM-PC or Macintosh card interface/disk onto the relevant computer and save the image on hard disk
	2.6 Create and store photographic image files of the computer in accordance with software procedures
	2.7 Enhance, crop and alter photographic images electronically to deliver the required image
	2.8 Check photographic images for fitness of purpose to comply with specifications

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		2.9	Assess photographic images for the relevant delivery mode (print, CD-ROM, visual appeal and effectiveness) and deliver appropriately
3	Incorporate digital photography into a multimedia sequence	3.1	Create graphics that incorporate the principles of design using the designate software
		3.2	Edit, enhance, amend and save digital images using the designated software
		3.3	Combine digital images into a designated multimedia sequence
		3.4	Integrate digital images into a designated multimedia sequence
		3.5	Evaluate the outcome for visual impact, effectiveness and fitness for purpose

Required Skills and Knowledge

Not applicable.

Evidence Guide

Underpinning skills and knowledge
Assessment must include evidence of essential knowledge of, and skills in:
basic principles of photography and visual design
knowledge of selected digital image software
ability to interpret a brief
knowledge of the limiting factors of computer hardware
knowledge of computers and computer operating systems
interpreting simple scripts (texts), specifications and instructions
interpreting and communicating production specifications

Linkages to other units
This unit has linkages to the following units and combined training delivery and/or assessment is recommended:
CUFMEM07A - Apply principles of visual design/communication to the development of a multimedia project
CUFMEM10A - Design and create a multimedia interface

Critical aspects of evidence
This unit of competence applies to a range of industry sectors.   The focus of assessment will depend on the industry sector.   Assessment must be customised to meet the needs of the particular sector in which performance is being assessed.   Assessment should only address those variable circumstances, listed in the range of variables statements, which apply to the chosen context.
The following evidence is critical to the judgement of competence in this unit:
ability to assess the capacity to upload and process digital image s using industry hardware and software, to deliver a designated quality of image outcome

Method and context of assessment
Assessment may take place on the job, off the job or a combination of both of theses.
Off the job assessment must be undertaken in a closely simulated workplace environment.
Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:
practical demonstration (direct observation may need to occur on more than one occasion to establish consistency of performance)
role play
work samples or simulated workplace activities
oral questioning/interview aimed at the evaluating the process used in developing and realising the creative concept
projects/reports/logbooks
third party reports and authenticated prior achievements
portfolios of evidence which demonstrate the processes used in developing and realising the creative concept

Resource requirements
Assessment requires access to a range of resources and equipment currently used by the multimedia industry.

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Range Statement

Multimedia productions may include or be included in:
aspects or sections of film/video production:
feature
documentary
short film and/or video
animations
commercials
live or pre-recorder performances

music video
television production of any type (eg music, drama, comedy, variety, sport)
live or pre-recorded television production
educational product
game
promotional product
Information product
training product
e-commerce
a range of others
Equipment used:
appropriate hardware
software and communication packages
LANs
organisation's backup systems
Multimedia components:
2D Graphics
3D Graphics
videos
sound
text animation
scanned images
Industry standard software may include:
a wide range of programs, some current examples of which may be:
Photoshop
Pagemill
Frontpage
Dreamweaver
Flash
Director
Hyper Studio
NOTE: These programs are constantly being upgraded and replaced, and appropriate
up-to-date programs should be selected.
Camera feature modes may include:
flash
scrollage
icon menu

close-up

wide angle and telephoto capacity

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Unit Sector(s)

Not applicable.

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