



Australian Government

Department of Education, Employment and Workplace Relations

ICAWEB303A Produce digital images for the web

Release: 1

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Modification History

Release	Comments
Release 1	This Unit first released with <i>ICAI1 Information and Communications Technology Training Package version 1.0</i>

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to produce and manipulate images suitable for use in website development.

Application of the Unit

This unit applies to people with responsibility for creating graphics for a web environment.

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
<i>Elements describe the essential outcomes of a unit of competency.</i>	<i>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.</i>

Elements and Performance Criteria

1. Determine client requirements	1.1 Access and interpret <i>client</i> brief to determine client needs 1.2 Analyse client needs with regard to image content, quality and size
2. Source images	2.1 Research <i>appropriate sources</i> of images to meet a range of needs 2.2 Source images appropriate to meet needs, taking into consideration <i>copyright restrictions</i>
3. Manipulate images	3.1 Select appropriate <i>industry-standard image editing software</i> for the purpose 3.2 Create backups of assets to be used 3.3 Use features of the image-editing software to create a range of effects appropriate to client needs and web application 3.4 Edit, resize and slice images for use in <i>web applications</i> as required to meet client needs
4. Save images	4.1 Save images maintaining individual effects 4.2 Save images in <i>appropriate formats</i> for use in web applications and appropriate to the client's needs 4.3 Save images in appropriate directory structure

Required Skills and Knowledge

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

Required skills

- communication skills to clarify requirements
- literacy skills to read and understand client requirements
- research skills to gather information on the internet
- technical skills to:
 - open, edit, save, organise and back up files appropriately
 - operate a computer
 - troubleshoot basic hardware and software issues.

Required knowledge

- OHS requirements relevant to the IT industry
- overview knowledge of industry standards and copyright legislation
- sustainability concepts, such as energy and resource conservation.

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	<p>Evidence of the ability to:</p> <ul style="list-style-type: none"> analyse client needs research and source images manipulate and produce images for use in website development meeting the requirements of the brief.
Context of and specific resources for assessment	<p>Assessment must ensure access to:</p> <ul style="list-style-type: none"> image manipulation software, hardware and storage devices currently used in industry client brief sources of images organisational policy and procedures appropriate learning and assessment support when required modified equipment for people with special needs.
Method of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> verbal or written questioning to assess candidate's knowledge of image formats, copyright issues, program features, and web image issues review of digital images prepared for a website.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, where appropriate.</p> <p>Assessment processes and techniques must be culturally appropriate, and suitable to the communication skill level, language, literacy and numeracy capacity of the candidate and the work being performed.</p> <p>Indigenous people and other people from a non-English speaking background may need additional support.</p> <p>In cases where practical assessment is used it should be combined with targeted questioning to assess required knowledge.</p>

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.

<i>Client</i> may include:	<ul style="list-style-type: none"> • external organisation • individual • internal department.
<i>Appropriate sources</i> may include:	<ul style="list-style-type: none"> • CD collections of unrestricted use, copyright and royalty free images • images taken by candidate • internet collections of unrestricted use, copyright and royalty free images.
<i>Copyright restrictions</i> may include:	<ul style="list-style-type: none"> • authorised use of images • copyright law • use of images that are public domain.
<i>Industry-standard image editing software</i> may include:	<ul style="list-style-type: none"> • Fireworks • GIMP • Illustrator • PaintShop Pro • Photoshop.
<i>Web applications</i> may include:	<ul style="list-style-type: none"> • blogs • business website • content management system • e-commerce site • forums • image gallery • informational website • learning management system • multimedia production • personal web pages • promotional product • social networking sites • wikis.
<i>Appropriate formats</i> may include:	<ul style="list-style-type: none"> • for client needs: <ul style="list-style-type: none"> • eps • portable document format (pdf) file • psd

	<ul style="list-style-type: none">• psp• for web display:<ul style="list-style-type: none">• gif• jpg• png.
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Unit Sector(s)

Web