



Australian Government

DEFGEN022 Obtain images suitable for publication within Defence

Release: 1

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Modification History

Release	Comments
1	This unit was released in DEF Defence Training Package release 1.0 and meets the Standards for Training Packages. This unit supersedes and is equivalent to DEFPR306B Obtain images suitable for publication within Defence. • Unit code updated • Content and formatting updated to comply with the new standards • All PC transitioned from passive to active voice • PC 2.1 and 2.2, and 3.3 and 3.4 merged • PC 3.2 revised • Elements 2 and 3 merged

Application

This unit describes the skills required to locate and obtain suitable images for incorporation within a Defence publication. Generally the reporter determines the need, type and context of the image, but in some cases this will be under direction from senior reporters or the editor. Reporters usually work in a controlled environment where they can manage image collection activity. This unit covers image management and manipulation to specific standards required for publication in a variety of Defence publications.

This unit was developed for Defence reporters, but is applicable to anyone working in this field.

The skills and knowledge described in this unit must be applied within the legislative, regulatory and policy environment in which they are carried out. Organisational policies and procedures must be consulted and adhered to.

Those undertaking this unit would mainly work independently, seeking assistance from superiors when needed. They would perform specific tasks in known contexts.

No licensing, legislative or certification requirements apply to unit at the time of publication.

Competency Field

General

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the range of conditions section.
1. Identify/locate sources for potential images	1.1 Seek direction from the senior reporter or editor on the specific requirements as to image type and style. 1.2 Establish and maintain a network of image sources. 1.3 Maintain a library of professional publications. 1.4 Identify and record trends in reader interests. 1.5 Assess images for newsworthiness and likely reader appeal or for suitability or relevance to the story or theme being illustrated. 1.6 Detail and record captions.
2. Manage sourced images	2.1 Identify and factor into planning public affairs objectives/constraints and client needs. 2.2 File and manage sourced images to preserve their value and usefulness in the short and long term. 2.3 Return images to the source if requested. 2.4 Package and handle images with due deference to their value to the owner. 2.5 Seek authorisation in advance to pay a fee for sourced images and process if authorised.
3. Manipulate sourced images	3.1 Convert hard copy images to electronic format before publication. 3.2 Apply colour corrections, dots per inch and relevant adjustments to electronic files.

Foundation Skills

The foundation skills demands of this unit have been mapped for alignment with the Australian Core Skills Framework (ACSF). The following tables outline the performance levels indicated for successful attainment of the unit.

ACSF levels indicative of performance:

1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Learning NA					Reading					Writing					Oral communication					Numeracy NA				

Performance variables:

1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Support					Context					Text complexity					Task complexity				

Further information on ACSF and the foundation skills underpinning this unit can be found in the Foundation Skills Guide on the GSA website.

Unit Mapping Information

This unit supersedes and is equivalent to DEFPR306B Obtain images suitable for publication within Defence.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6bdbab1e-11ed-4bc9-9cba-9e1a55d4e4a9>

Companion Volume implementation guides are found in VETNet -

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Assessment Requirements for DEFGEN022 Obtain images suitable for publication within Defence

Modification History

Release	Comments
1	These Assessment Requirements were released in DEF Defence Training Package release 1.0 and meet the Standards for Training Packages. • Assessment Requirements created drawing upon specified assessment information from superseded unit

Performance Evidence

Evidence required to demonstrate competence must satisfy all of the requirements of the elements and performance criteria. If not otherwise specified the candidate must demonstrate evidence of performance of the following on at least one occasion.

- demonstrating an awareness of current affairs, Defence issues and public relations objectives

Knowledge Evidence

Evidence required to demonstrate competence must satisfy all of the requirements of the elements and performance criteria. If not otherwise specified the depth of knowledge demonstrated must be appropriate to the job context of the candidate.

- image newsworthiness
- types of image publications prefer for particular stories
- technical photographic knowledge
- use of computers and specialist software to manipulate images in electronic format
- ADF public affairs objectives and the characteristics of Defence public affairs organisations
- Defence News Editorial Board guidelines
- Australian Journalists Association Code of Ethics
- relevant legislation

Assessment Conditions

Competency should be assessed in an actual workplace or in a simulated environment, with access to equipment and infrastructure appropriate to the outcome. Competency should be demonstrated over time to ensure the candidate is assessed across a variety of situations.

Assessors must satisfy the NVR/AQTF mandatory competency requirements for assessors.

Links

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