



Australian Government

DEFPR306B Obtain images suitable for publication within Defence

Release: 2

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Modification History

Release	TP Version	Comments
2	DEF12V2	Layout adjusted. No changes to content.
1	DEF12V1	Primary release.

Unit Descriptor

This unit covers the competency required to locate and obtain suitable images for incorporation within a Defence publication.

All Defence reporters are required to obtain images in a variety of formats suitable for publication in a range of publications. 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. It does not cover the competency required to take a photograph; this competency is covered in Take photographs suitable for publication within Defence (DEFPR305B).

This competency is required by all Defence reporters.

Application of the Unit

As agreed in the creation of this Training Package, applications for units transferred from the PUA00 Public Safety Training Package will be developed as part of continuous improvement plans, and taking into account the change in Unit of Competency format as detailed in templates for Streamlined Training Packages.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a Unit of Competency.

Performance Criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the Required Skills and Knowledge and/or the Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Identify/locate sources for potential images	1.1 Direction from the senior reporter or editor is sought on the specific requirements as to image type and style. 1.2 A network of image sources is established and maintained. 1.3 A library of professional publications is maintained. 1.4 Trends in reader interests are identified and recorded. 1.5 Images are assessed for newsworthiness and likely reader appeal or for suitability or relevance to the story or theme being illustrated. 1.6 Captions are detailed and recorded.
2. Identify relevant public affairs objectives	2.1 Public affairs objectives and constraints are identified and factored into planning. 2.2 Client needs are identified and factored into planning.
3. Manage sourced images	3.1 Sourced images are filed and managed to preserve their value and usefulness in the short and long term. 3.2 Images are returned to the source if so requested and are packaged and handled with due deference to their value to the owner. 3.3 Authorisation is obtained in advance to pay a fee for sourced images. 3.4 Payment for authorised fee is processed.
4. Manipulate sourced images	4.1 Hard-copy images must be converted to electronic format before publication. 4.2 Colour corrections, dots per inch and relevant adjustments are made to electronic files.

Required Skills and Knowledge

This describes the essential skills and knowledge and their level, required for this unit.

Required Skills

- communicate effectively with ADF and civilian personnel when acquiring images
- use in-service computers and specialist software
- identify newsworthy opportunities

- acquire images from a range of internal and external sources and in a wide range of formats

Required Knowledge

- image newsworthy
- types of image publications prefer for particular stories (eg left facing, right facing, vertical or horizontal images)
- technical photographic knowledge (eg the effects of light, exposure, flash and climate on photographs)
- 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

Evidence Guide

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Assessment must confirm the ability to identify and source images that are suitable for incorporation within a Defence publication.

Reporters must at all times demonstrate an awareness of current affairs, Defence issues and public relations objectives and conduct themselves in a fair and professional manner with full regard to privacy, defamation, copyright and other legal concerns.

Consistency in performance

Competency should be demonstrated over time and under a range of deadline pressures that are both controlled and uncontrolled.

Context of and specific resources for assessment

Context of assessment

Competency should be assessed in an office and under operational conditions, or in a simulated environment. Simulation should re-create realistic office and operational scenarios in a wide range of situations that may be encountered by the Defence reporter and should cover all of the critical aspects of evidence.

Specific resources for assessment

Access to:

- email and internet
- computer equipment and specialist image manipulation software

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 in the Performance Criteria is detailed below.

<i>Images</i> may include:	• Photographs that directly or indirectly illustrate stories and are suitable for commercial reproduction • Drawings or paintings sourced from libraries, galleries or other repositories or commissioned specifically for the story • Maps, charts or related sketches from a variety of sources • Line drawings, diagrams, cartoons from a variety of sources • Images that can be used in newspapers, magazines and on internet web sites
<i>Image sources</i> may include:	• Defence photographers • Image libraries, internal and external to defence image libraries • Museums, galleries, libraries and other institutions • Newspaper or publishers' offices • Internet • Artists, cartoonists or other specialists • Map stores or cartographers
<i>Newsworthy issues</i> may include:	• Information likely to appeal to readers because it is topical, different, unique or relevant to them
<i>Caption details</i> may include:	• Name, rank, appointment and unit of the person(s) in the photograph • Date, time and place of the depicted image • Activity details • General background to the activity
<i>Methods of return</i> may include:	• Email • File transfer protocols • Post • Hand delivery

Unit Sector(s)

Not applicable.