



Australian Government

Department of Education, Employment and Workplace Relations

PUADEFPR306B Obtain images suitable for publication within Defence

Revision Number: 1

PUADEFPR306B Obtain images suitable for publication within Defence

Modification History

Not applicable.

Unit Descriptor

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 (PUADEFPR305B).

This competency is required by all Defence reporters.

Application of the Unit

Application of the Unit

The application of this unit in the workplace - the environments, complexities and situations involved - will be written during Phase II of the Review of the PUA00 Public Safety Training Package.

This text will be useful for the purposes of job descriptions, recruitment advice or job analysis; where possible, it will not be too job specific to allow other industries to import it into other Training Packages, where feasible.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite Unit/s	Nil
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Employability Skills Information

Employability Skills	This unit contains employability skills.
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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

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

EVIDENCE GUIDE

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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.

Guidance information for assessment

Information that will assist or guide assessment will be written during Phase II of the Review of the PUA00 Public Safety Training Package.

Range Statement

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.

Images 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
Image sources 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
Newsworthy issues may include	Information likely to appeal to readers because it is topical, different, unique or relevant to them
Caption details 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
Methods of return may include	Email File transfer protocols Post Hand delivery

RANGE STATEMENT

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Unit Sector(s)

Not applicable.

Corequisite Unit/s**Co-requisite Unit/s**

PUADEFEQ001B Work with equity and diversity

PUADEFPR301B Identify material suitable for
publication within Defence

BSBCMN105A Use business equipment