CUFDIG303A
Unit Descriptor

Produce and prepare photo images

This unit describes the performance outcomes, skills and knowledge required to prepare photo images for integration into an interactive media sequence or product.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Employability Skills

This unit contains employability skills.

Application of the Unit

This role may be assigned to a graphic artist or, in a larger project, to a photographer who works closely with a programmer or interactive media author to publish required images.

The photography ranges from digital still composition to panoramas for the production of virtual worlds. Photo images can include landscapes, objects and portraits.

Specialist skills associated with photography are covered in:

- CUVPHI06A Plan and carry out image capture in response to a brief.

Unit Sector

No sector assigned

ELEMENT	PERFORMANCE CRITERIA
1. Use scanner to capture photo images.	1.1 Source and select appropriate photographic images according to requirements of photographic ***project*** brief. 1.2 Discuss selection of images with ***relevant personnel*** . 1.3 Assess ***scanner features*** to ensure that outcomes will meet the requirements of brief. 1.4 Operate scanner according to manufacturer specifications. 1.5 Select ***scanner settings*** to ensure image capture meets production requirements. 1.6 Transfer and store photographic image files to a computer using standard naming conventions.
2. Use digital camera to create photo images.	2.1 Discuss photographic project brief with relevant personnel. 2.2 Assess ***digital camera features*** to ensure that outcomes will meet the requirements of brief. 2.3 Plan camera shots taking into account lighting, framing, composition and other ***photographic techniques*** . 2.4 Load and operate digital camera according to manufacturer specifications. 2.5 Consider digital camera focus, exposure and shutter speed to ensure image capture meets production requirements. 2.6 Check photographic images for fitness of purpose to comply with brief. 2.7 Transfer and store photographic image files to a computer using standard naming conventions.

3. Edit photo images.	3.1	Load ***digital imaging software*** and import photo image source files.
	3.2	***Manipulate*** and save digital images using designated digital imaging software.
	3.3	Create photo images that incorporate ***visual design*** and ***communication principles*** using designated digital imaging software.
	3.4	Evaluate the outcome for visual impact, effectiveness and fitness for purpose.
	3.5	Confirm outcome with relevant personnel.
4. Prepare photo image assets.	4.1	Save files in appropriate ***output format*** to meet ***platform*** requirements.
	4.2	Assign ***metadata tags*** if required.
	4.3	Group files logically in a folder system using standard naming conventions.
	4.4	Store files in share drive or repository for production team access.

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- communication skills sufficient to:
  - interpret and clarify written or verbal instructions
  - consult equipment operation manuals
- ability to work as a member of a production team - both independently on assignment and under direction
- technical skills sufficient to:
  - proficiently use a scanner to reproduce photo images to specification
  - proficiently use a digital camera to create well-composed photo images
  - proficiently use digital imaging software to manipulate and prepare photo images
  - manage files using standard naming conventions
- self-management skills sufficient to:
  - work under pressure
  - meet deadlines
  - seek expert assistance when problems arise
- problem-solving skills sufficient to anticipate and resolve minor equipment set-up problems.

Required knowledge

- basic photographic techniques
- basic principles of visual design and communication
- appropriate file formats for various platforms
- industry knowledge, including:
  - roles and responsibilities of project team members, e.g. designers, content creators, information architects, programmers and coders
  - basic understanding of the relationship between technical and creative aspects and requirements of interactive media projects
  - basic knowledge of the features of a range of delivery platforms
- OHS regarding the use of scanners, cameras and computers, and handling and disposing of lithium batteries.

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.

Projects may include:	• e-commerce • educational product • game • information product • promotional product • training product • website.
Relevant personnel may include:	• client • designer • graphic artist • interactive media author • programmer, coder and technical support people • supervisor • web manager • other specialist creative and administrative staff.
Scanner features may include:	• bit depth • dynamic range • optical resolution • output format (e.g. RGB, greyscale or CMYK) • platen size • reflective or transmissive (film) • range of film holders.
Scanner settings may include:	• bit depth • colour or greyscale • colour/target/working space • crop • destination • dust and scratch handling (e.g. ICE, FARE) • grain management (e.g. GEM) • multi-sampling • orientation • output dimension and resolution or file size • preferences/options • restoration of colour (e.g. ROC) • scaling • sharpening • source image type • tones, contrast, colour cast, saturation.

Digital camera features may include:	• aperture • automatic, program or manual settings • batteries • colour, target, working space • compatibility with hardware and digital imaging software • exposure compensation • file format • flash, fill flash • lens focal lengths, such as wide angle, close-up and telephoto • menu functions • resolution - megapixels • shutter speed • size and type of memory card(s) • subject modes • white balance.
Photographic techniques may include:	• composition • depth of field • dynamic range • field of view • framing • lighting.

Digital imaging software may include:	• a wide range of programs, e.g.:
	  • Adobe Photoshop
	  • Adobe Photoshop Elements
	  • Adobe Photoshop Lightroom
	  • Apple Aperture
	  • Corel Paint Shop Pro
	  • Corel PhotoPaint
	  • GNU Image Manipulation Program (GIMP and GIMPshop).

Manipulating digital images may include:	• appending text/type for files and captions • brushing • creating artistic effects • cropping • editing • eliminating red eye • emulating photographic effects • image enhancement including tones, contrast, colour cast/tint, saturation • masking layers • retouching (i.e. cloning, rubber stamping, healing, patching) • sharpening • stitching (panoramic scenes) • using layers for composites • using pre-sets.

Visual design principles may include:	• balance • emphasis • movement • perspective • proportion • scale • unity.
Communication principles may include:	• communicates message • conveys meaning • meets audience requirements • uses functional components.
Output formats may include:	• GIF • JPEG • PDF • PICT • PNG • PSD • TIFF.
Platforms may include:	• CD • DVD • games console • internet • kiosk • mobile phone • other video playback devices • personal digital assistant (PDA) • video player (iPods).
Metadata tags may include:	• author • copyright notice • date of capture/date created • description • EXIF and IPTC standards • file size • format • headline/caption • keywords/subject • location/GPS co-ordinates • resolution • rights usage terms • roll/identifier # • subject • time • title • version.

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	Evidence of the following is essential: • ability to use digital imaging software to prepare high quality photo images that satisfy the requirements of a range of briefs • efficient operation of a scanner and digital camera to capture images.

Context of and specific resources for assessment	Assessment must ensure:
	
	• access to a range of resources and equipment currently used by industry, including:
	  • flatbed scanner
	  • digital camera
	  • industry-standard graphics software
	• access to appropriate learning and assessment support when required
	• the use of culturally appropriate processes, and techniques appropriate to the oracy, language and literacy capacity of the assessee and the work being performed.

Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • direct questioning combined with review of portfolios of evidence and third-party workplace reports of on-the-job performance • evaluation of photo images prepared by the candidate on a number of occasions • practical demonstration by the candidate of scanner and digital camera operation • written or oral questioning to test knowledge of file formats and OHS issues.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: • CUFDIG304A Create visual design components.