

A close-up photograph of a hand holding a small, green electronic component with gold pins. The component is being held over a larger circuit board with various components. The background is blurred, showing more of the circuit board and some light flares.

Chisholm

ASSESSMENT GUIDE

ICTWEB305

Product digital images for the web

 TAFE VICTORIA

1300 244 746 chisholm.edu.au

On campus | Online | Workplace | International

© Chisholm Institute 2021

*All requests and enquiries regarding use and availability should be directed to:
Teaching and Learning, Chisholm Institute, PO Box 684 Dandenong VIC 3175,
Telephone: +61 3 9212 5000.*

This work is copyright. Unless permitted under the Copyright Act no part should be reproduced, transmitted, stored, communicated or recorded by any process, without written permission.

Any enquiries regarding copyright or permissions for reproduction must be made to Chisholm Institute.

This document may contain images from iStock, Shutterstock or other sources as specified.

Cover image: reproduced and made available for copying and communication by Chisholm Institute for educational purposes with the permission of iStock.

Parts of the information contained in this guide are based on resources purchased under license to Chisholm Institute from CAQA Resources, CAQA and RTO Training Resources.

Contents

ASSESSMENT SUMMARY	4
PREREQUISITE REQUIREMENTS.....	4
ASSESSMENT INFORMATION.....	5
COMPETENCY REQUIREMENTS	5
DUE DATES, EXTENSIONS OR MISSED ASSESSMENTS.....	5
RE-ASSESSMENT	5
ASSESSMENT APPEALS	5
SAFETY REQUIREMENTS	6
STUDENT ASSESSMENT DECLARATION AND COVER SHEET	7
ICTWEB305: AT1 TEST/QUIZ.....	8
STUDENT INSTRUCTIONS.....	8
ICTWEB305: AT2 PROJECT.....	14
STUDENT INSTRUCTIONS.....	14
UNIT ASSESSMENT SUMMARY RESULT SHEET	20

ASSESSMENT SUMMARY

The assessments listed will be used to collect evidence of your knowledge and skills.

Assessment tasks	Session
ICTWEB305: AT1 Test/Quiz	Commence in Session 3 Submit in Session 7
ICTWEB305: AT2 Project	Commence in Session 3 Submit in Session 8

PREREQUISITE REQUIREMENTS

Any prerequisite units which must be completed before commencing this unit are listed below.

If you have any concerns, please contact your assessor.

Unit code	Unit title
NIL	

ASSESSMENT INFORMATION

COMPETENCY REQUIREMENTS

Please read all assessment instructions to ensure you fully understand the requirements.

To be judged as competent by your assessor in the unit you must successfully meet the requirements specified in all assessments.

You need to demonstrate you can perform the tasks or answer the questions in each assessment:

- as described
- to the standard required by industry/workplace and
- in the time allocated.

If you have difficulty with the assessment terms, the steps to follow or you need further information, please speak to your Assessor prior to commencing the assessment.

DUE DATES, EXTENSIONS OR MISSED ASSESSMENTS

You must submit your assessments on or before the due date. If you are unable to do this, contact your assessor prior to the due date to request an extension. Requests will be considered in accordance with the relevant business area's guidelines.

If you miss an assessment or are unable to attend on the scheduled date, contact your assessor to discuss your options.

RE-ASSESSMENT

If you do not meet requirements and need to provide further evidence of your skills and knowledge to complete an assessment, the Assessor will work with you to create a plan to be re-assessed. Arrangements will be made on an individual basis to ensure the process is valid, fair and reliable.

Note, there is a limit on the number of times an assessment can be attempted before you will be required to re-enrol.

ASSESSMENT APPEALS

If you are dissatisfied with the outcome of your assessment:

- Step 1:** Discuss your concerns with the assessor (verbally or in writing) to try to resolve the matter
- Step 2:** If a resolution cannot be found, discuss your concerns with the Education Manager from the business area
- Step 3:** If the issue is still not resolved, you may request a Formal Review. Information on how to do this is contained in the following Chisholm policies. These policies can be found by searching Chisholm's website or referring to the section on 'Your rights and responsibilities' on the website.

QMS111 Assessment of Learning – Vocational Education and Training (VET).

QMS306 Student Complaints and Appeals can be found on Chisholm's website.

SAFETY REQUIREMENTS

The Assessor is responsible for the safety and welfare of all students during assessment.

- You must take all reasonable steps and follow directions given to ensure your own safety and the safety of others.
- You must wear and use any personal protective equipment (PPE) specified for a task.
- Prior to commencing an assessment, the Assessor must brief you on safety requirements and responsibilities.
- If you are observed attempting to carry out any step or undertake any actions in an unsafe or dangerous way which may harm yourself or others, the assessment will be immediately stopped. You will be required to resit the assessment.
- Please refer to the Learner and Assessment Guide for specific safety information for this unit.

STUDENT ASSESSMENT DECLARATION AND COVER SHEET

Unit code and title	ICTWEB305 – Produce digital images for the web		
Student name			
Student number			
Assessment name/s			
Assessor name			
Student declaration			
I declare and acknowledge:			
Assessment process			
<ul style="list-style-type: none"> • I am ready to be assessed and have been made aware of my rights and responsibilities • I have discussed any special needs to be considered with my assessor • I understand the assessment requirements as detailed in this document and what I need to do to successfully meet requirements. • I will act in a safe manner which does not cause harm to others • I am responsible for keeping a copy of all submitted assessment work in the event that the original is lost or misplaced. 			
Plagiarism			
<ul style="list-style-type: none"> • This assessment is my original work and no part of it has been copied from any other source, except where due acknowledgement is made. • I understand that plagiarism is the presentation of the work, idea or creation of another person as though it is my own. Plagiarism occurs when the origin of the material used is not appropriately cited. For further information, refer to the Student Handbook. • I have not allowed this work to be copied by another person. • I have not previously submitted this work for any other unit. 			
Uploading and retaining my work			
<ul style="list-style-type: none"> • I give permission for the assessor to upload this assessment to Moodle on my behalf • I give permission for a copy of my marked work to be retained for review and comparison, including review by external auditors or for the purpose of detecting plagiarism. • I understand a copy of this completed form and my relevant completed assessment will be retained for at least two years following the completion of the course or longer if required by Government funding agreements. 			
Student signature		Date	
Assessor signature		Date	

ICTWEB305: AT1 TEST/QUIZ

STUDENT INSTRUCTIONS

This assessment provides an opportunity for you to demonstrate your knowledge of ICTWEB305 – Produce digital images for the web.

- Students will be encouraged to commence this assessment in Session 3 with it to be expected to be submitted in Session 7. Class time will be made available in Session 7 to complete.
- There are thirteen (13) questions. Please complete all questions
- You may answer the questions in any order unless specified
- For some Moodle questions you may get an automatic response to indicate you have provided a correct answer. For other questions, your assessor will manually check your answer and provide your result later.

ICTWEB305: AT1 TEST/QUIZ			
Unit code and title	ICTWEB305 – Produce digital images for the web		
Student name			
Student number			
Student signature		Assessment date	
Assessment location	Students can complete this assessment task outside of class time, however, there will be class time made available in Session 7 and this will be in a standard Computer Lab.	Assessment duration	Submit in session 7
Assessment mode, context and conditions	Type of assessment <input checked="" type="checkbox"/> Moodle <input type="checkbox"/> Paper based Under assessor supervision <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Access to learning materials <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Environment <input checked="" type="checkbox"/> Simulated workplace <input type="checkbox"/> Real Workplace <input type="checkbox"/> Other (describe)..... Type of questions <input checked="" type="checkbox"/> Written <input type="checkbox"/> Oral		
Requirements for successful completion	This assessment contains thirteen (13) questions. You must answer all questions correctly, in the time allocated to meet requirements. Where additional attempts are required further instruction will be provided by your assessor.		
Resources	Moodle based <ul style="list-style-type: none"> • Computer/device with access to the internet • Access to the unit in Moodle 		
Submitting your Assessment	Moodle based <ul style="list-style-type: none"> • Please check your work and submit to the Moodle course 		
Safety Requirements	<ul style="list-style-type: none"> • You must take all reasonable steps and follow directions given to ensure the safety of yourself and others. This includes wearing appropriate PPE. 		

ICTWEB305: AT1 TEST.QUIZ

- If you are observed attempting to carry out any step or undertake any actions in an unsafe or dangerous way which may harm yourself or others, the assessment will be immediately stopped. You will be required to resit the assessment.

This table explains how to formulate your response when the following terms are used.

Term	How to formulate your response
Certificate II or III students	
Access	Use this item to locate information.
Compare	List or explain what is similar and what is different about two or more items or issues.
Define	Provide the meaning of a word or phrase
Describe	Provide the details of something. This may include: <ul style="list-style-type: none">- the features or characteristics of the item- what it is used for.
Explain	Provide the details of something. This may include: <ul style="list-style-type: none">- the features of the item, issue or activity- how it works- its purpose, role or impact
Identify	Provide the name of something
Label	Provide the name of something
List	Record a number of things or items
Monitor	Observe, check or keep a record of something
Name	Provide the name of something
Research	Investigate materials and sources of information to establish facts

ICTWEB305: AT1 TEST.QUIZ		Please tick MR = met requirements OR FER = further evidence required	
Q1. Which act governs copyright law and which government department administers the copyright law in Australia?		MR	FER
Q2. Are digital images automatically copyrighted in Australia? Briefly explain your answer, in 1 -2 sentences.		MR	FER
Q3. Explain, in 1 -2 sentences, what happens if you use copyrighted digital images without permission in Australia.		MR	FER
Q4. Explain, in 2-3 sentences, what the purpose of copyright legislation is in Australia.		MR	FER
Q5. Explain, in 1 – 2 sentences, what the purpose of the “Australian Photographic Digital Imaging Guidelines” are.		MR	FER

ICTWEB305: AT1 TEST.QUIZ		Please tick MR = met requirements OR FER = further evidence required	
Q6. List three (3) digital image file formats and explain, in 2-3 sentences for each, when it is best to use that format.		MR	FER
Q7. Which file format would you use to print a high quality photograph?		MR	FER
Q8. List five (5) photo editing software that professional photographers use.		MR	FER
Q9. Identify and explain, in 2 – 4 sentences each, the four (4) basic editing elements to make a photo look professional		MR	FER
Q10. Explain, in 2 – 4 sentences, the purpose, specific functions and key features of a digital system.		MR	FER

ICTWEB305: AT1 TEST.QUIZ		Please tick MR = met requirements OR FER = further evidence required	
Q11. Explain, in 2 – 4 sentences, the purpose, specific functions and key features of digital tools.		MR	FER
Q12. Organisational policies and procedures define what should be included in a client brief. List five (5) elements that should be included in a client brief.		MR	FER
Q13. List six (6) purposes that Copyright Act allows copyright material to be used without permission under the “fair dealing” rule.		MR	FER

ASSESSMENT FEEDBACK AND RESULT SHEET (FOR PAPER BASED ASSESSMENTS)

ICTWEB305: AT1 TEST.QUIZ
Assessor comments and feedback on your performance
<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

Your results for this assessment performance					
Attempt no	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> Other	
Agreed plan to collect further evidence					
Assessor name					
Assessor signature				Date	
Assessment task result <i>Please tick appropriate assessment result</i> <i>MR = meets requirements FER = further evidence required</i>				MR <input type="checkbox"/> FER <input type="checkbox"/> <i>The marking scheme is competency based</i>	

ICTWEB305: AT2 PROJECT

STUDENT INSTRUCTIONS

This assessment provides an opportunity for you to demonstrate your skills to ICTWEB305 – Produce digital images for the web

- You will need to create a project which meets the criteria specified on the checklist
- Please seek clarification from your assessor if any instructions are unclear before your project is due to be submitted
- This is an individual assessment
- The purpose of this assessment task is to produce and manipulate images suitable for use in website development
- This assessment task requires you to manipulate and save images
- To ensure your responses are satisfactory, you should consult a range of learning resources and other information such as handout, textbooks, learner resources
- All activities must be answered in order to gain competency for this assessment

Description of tasks or scenario

You work in the digital photo editing industry, and you recently received the following brief from a client:

Number of Images Required	Three (3)
Image Types	Different computer network images
Copyright Requirements	The organisation requires that all images be under a type of creative commons license suitable for commercial use.

Image Manipulations

Dimensions	300x300px
Resolution	72 PPI (Screen resolution)
File Size	No more than 200 KB
Effects	The client would also like: <ul style="list-style-type: none">• Each image to have a monochromatic colour effect• Each image to have a border

ICTWEB305: AT2 PROJECT			
Unit code and title	ICTWEB305 – Produce digital images for the web		
Student name			
Student number			
Student signature		Due date	
Assessment location	On-campus – General Purpose Computer Lab	Submission date	Submit in Session 8
Assessment mode, context and conditions	Type of assessment <input checked="" type="checkbox"/> Moodle <input type="checkbox"/> Paper based <input type="checkbox"/> Combination Under assessor supervision <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Access to learning materials <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Environment <input checked="" type="checkbox"/> Simulated workplace <input type="checkbox"/> Real Workplace <input type="checkbox"/> Other (describe)..... Types of questions <input checked="" type="checkbox"/> Written <input type="checkbox"/> Oral		
Requirements for successful completion	This assessment contains three (3) components. Your project must include all components as described in the criteria, to industry standard and in the time allocated to meet requirements. Where additional attempts are required, further instruction will be provided by your assessor.		
Resources	<ul style="list-style-type: none"> • Adobe Photoshop • Azure Dev Tools 		
Submitting your assessment	Moodle based <ul style="list-style-type: none"> • You must upload the project to Moodle once it is completed by the Assessor 		
Safety requirements	<ul style="list-style-type: none"> • You must take all reasonable steps and follow directions given to ensure the safety of yourself and others. • If you are observed attempting to carry out any step or undertake any actions in an unsafe or dangerous way which may harm yourself or others, the assessment will be immediately stopped. You will be required to resit the assessment. 		

ICTWEB305: AT2 PROJECT

Project item criteria or requirements for successful completion

Please tick
MR = met requirements
OR FER = further
evidence required

MR

FER

PR1. Determine client requirements

From your review of the requirements brief, write a requirements report using the **Client Requirements Report** template provided for you below. Your report should:

- Determine the clients' needs with regard to:
 - digital image content
 - quality
 - size
- Snapshot of three suitable images that meets the requirements brief, you must also include links to the source
- Copyright requirements
- Software Requirements

Complete and submit the **Client Requirements Report** template

PR2. Source and manipulate images

In this activity, you are required to manipulate three images. Using the images sourced in PR1, use the recommended image-editing software to manipulate the images based on the clients' requirements as outlined above.

You will be required to save these images so they would be suitable for an online website environment. You must also save your manipulated images as a PSD file for backup purposes in the event that you would want to manipulate them at a future date.

Submit your manipulated images and PSD files to your trainer/assessor via Moodle.

PR3. Upload and Sign-Off

As part of your requirements for this project, you will be required to upload and link your manipulated digital images to a web page. Your trainer/assessor will provide you with the web page. You are required to:

- a) Upload the images to the nominated Microsoft Azure Server (*note: you will be provided instructions on how to do this via Moodle*).
- b) Save the images to the image folder of the website
- c) Link the images to the services page of the client's website

Once you have uploaded your images and linked them to the required web page, you will be required to check the digital images against the client requirements.

Confirm your digital images with your trainer/assessor and complete and submit the **Sign-off** template provided for you below.

TEMPLATE: CLIENT REQUIREMENTS REPORT

Description of Digital Image Content:	
Image Quality Required:	
Image Dimension Required:	
File Size Required:	
Description of Copyright Requirements:	
Description of Software Requirements <i>Identify image-editing software you will use</i>	

IMAGE 1:	
IMAGE 1 SOURCE:	
COPYRIGHT INFORMATION:	

IMAGE 2:	
IMAGE 2 SOURCE:	
COPYRIGHT INFORMATION:	

IMAGE 3:	
IMAGE 3 SOURCE:	
COPYRIGHT INFORMATION:	

TEMPLATE: SIGN-OFF

Do the images provided meet the client's requirements

☐ YES ☐ NO

Have web friendly versions been provided

☐ YES ☐ NO

Have backup files been provided

☐ YES ☐ NO

Have the images been uploaded to the web server

☐ YES ☐ NO

Have the images been linked to the required web page

☐ YES ☐ NO

Comments (if applicable)

Name (Trainer/Assessor):

Signature (Trainer/Assessor):

Date:

ASSESSMENT FEEDBACK AND RESULT SHEET (FOR PAPER BASED ASSESSMENTS)

ICTWEB305: AT2 PROJECT
Assessor comments and feedback on your performance
<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

Your results for this assessment performance					
Attempt no	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> Other	
Agreed plan to collect further evidence					
Assessor name					
Assessor signature				Date	
Assessment task result <i>Please tick appropriate assessment result</i> <i>MR = meets requirements FER = further evidence required</i>				MR <input type="checkbox"/> FER <input type="checkbox"/> <i>The marking scheme is competency based</i>	

UNIT ASSESSMENT SUMMARY RESULT SHEET

COURSE CODE AND NAME			
UNIT CODE AND NAME	ICTWEB305 – Produce digital images for the web		
STUDENT NAME			
STUDENT NUMBER			
ASSESSMENT NUMBER, NAME AND TITLE	Please tick MR = met requirements OR FER = further evidence required		DATE ASSESSMENT TOOK PLACE
	MR	FER	
ICTWEB305: AT1 TEST/QUIZ			
ICTWEB305: AT2 PROJECT			
FINAL RESULT <i>If all requirements for each assessment have been met, please enter SC for competency attained OR NS for Not Yet Competent</i>			
FEEDBACK TO STUDENT 			
REASONABLE ADJUSTMENT <i>Was reasonable adjustment applied to the assessment process to cater for the needs of a student? Write 'YES' or 'NO' in the box on the right. If yes, document the adjustment/s made below.</i>			
.....			
IS FURTHER EVIDENCE IS REQUIRED? <i>Write 'YES' or 'NO' in the box on the right. If yes, Document the plan to obtain further evidence, agreed with the student.</i>			
.....			
GRADED OUTCOME (only used when grading scheme A is approved) <i>An exemption to use grading scheme A must be approved by the Associate Director, Teaching and Learning in writing. It may be applicable to CIV, Diploma and Advanced Diploma qualifications. When used, please write the level attained in the box on the right. If not, delete this row.</i> Key: GP = Pass 50-59%, G3 = Credit 60-69%, G2 = Distinction 70-79%, G1 = High Distinction 80-100%			
ASSESSOR SIGNOFF AND DECLARATION <i>I confirm that the information provided is accurate, correct and complete and all assessments instruments are stored in accordance with Chisholm's policy.</i>			
ASSESSOR NAME			
ASSESSOR SIGNATURE		DATE	

Chisholm