ICPPRP2110 Develop basic design concepts

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with ICP Printing and Graphic Arts Training Package Version 4.0.

Application

This unit describes the skills and knowledge required to produce a basic graphic design concept for a client, from assessment of the brief, to production of roughs and finished art.

It applies to individuals who work under direct supervision and in consultation with others to design and prepare layouts, artwork and manipulate images and texts to meet work and production requirements.

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

Unit Sector

Pre-Press

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Prepare for production	1.1 Identify printing and medium requirements of layout brief and prepare pre-press processes 1.2 Design production plan according to job brief 1.3 Design a plan of action to meet time requirements of each stage of production
2. Assemble layout	2.1 Assemble client copy and images 2.2 Access library files for data according to job brief 2.3 Assemble required equipment and materials to complete the layout according to manufacturer specifications and work health and safety (WHS) requirements 2.4 Clean and prepare design area according to enterprise procedures

ELEMENT	PERFORMANCE CRITERIA
3. Produce graphic design render	3.1 Prepare design concept according to job brief 3.2 Construct preliminary graphic design ideas 3.3 Render simple graphic design concept electronically 3.4 Confirm rendered graphic design meets job brief requirements
4. Produce and check finished artwork	4.1 Create layout grid according to job brief 4.2 Select type according to readability and style, and fit into grid space allocated 4.3 Select, scale and crop photographs and illustrations to fit allocated grid space 4.4 Create overlays and colour roughs as required by job brief 4.5 Position components of layout using margins and guides to conform to grid framework 4.6 Check layout and layout design against brief and medium requirements and correct errors 4.7 Render layout and confirm file is ready to present to client
5. Tidy materials and store data	5.1 Return equipment and materials to storage according to enterprise procedures 5.2 Save and file design data and materials ready for future retrieval according to enterprise procedures 5.3 Clean design area according to enterprise procedures

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Reading	• Identifies and evaluates text to establish job requirements
Writing	• Produces documents using headings, instructions and layout that meet needs of audience and purpose of text
Teamwork	• Uses enterprise communication protocols and conventions to confirm and clarify client requirements
Self-management	• Identifies and follows enterprise requirements associated with own role • Takes responsibility for routine decisions related directly to own role
Planning and Organising	• Organises and prioritises work and personal commitments, with some sense of what is achievable in a timeframe • Plans, identifies and assembles resources required to complete tasks

Technology	• Identifies purposes, specific functions and key features of common digital systems and tools and operates them to design and save files in required format

Unit Mapping Information

Supersedes and is equivalent to ICPPPR211 Develop a basic design concept.

Links

Companion Volume Implementation Guide is found on VETNet -
https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=a74b7a0f-a253-47e3-8be0-5d426e24131d