



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **ICPPP411C Undertake a complex design brief**

**Revision Number: 1**

## ICPPP411C Undertake a complex design brief

### Modification History

Not applicable.

### Unit Descriptor

<b>Unit descriptor</b>	This unit describes the performance outcomes, skills and knowledge required to undertake advanced graphic design from the negotiation of design briefs through to the production of complex finished artwork.
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### Application of the Unit

<b>Application of the unit</b>	This unit requires an individual to negotiate a design brief, plan the design process and produce a complex design that meets the design brief and production and quality requirements. The individual will work independently and take responsibility for fulfilment of the brief.
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### Licensing/Regulatory Information

Not applicable.

### Pre-Requisites

<b>Prerequisite units</b>	ICPPP311C Develop a detailed design concept.	

## Employability Skills Information

<b>Employability skills</b>	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 performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Negotiate a complex design contract	1.1. Communication with the <i>client</i> results in the development of a complex design brief and client agreement is secured 1.2. Job analysis and research are undertaken to source cost-efficient design production procedures 1.3. Possible <i>design options</i> are analysed to meet optional printing processes and substrates 1.4. Individual design stages of the brief are timed and <i>costed</i> to determine accurate parameters of cost 1.5. A quotation is prepared using accurate estimates to communicate to the client the fees required to undertake the brief 1.6. Client approval to proceed is obtained
2. Plan the design process	2.1. The appropriate production processes are planned and scheduled to meet the specifications of the brief for the printing substrate 2.2. Materials are sourced and ordered to conform to the requirements of the brief 2.3. Design team members are briefed and work roles allocated to facilitate the orderliness and timeliness of the design process
3. Render a complex graphic design	3.1. A <i>complex graphic design</i> concept is rendered electronically or manually to conform to the brief 3.2. Adjustments or recommendations are made to enhance the design according to the brief in consultation with the client 3.3. The production processes of the design concept for colour, production run, substrates and costs are assessed according to the requirements of the brief 3.4. The specifications for reproducing the finished artwork are annotated so as to define specified printing processes and substrates
4. Ensure feasibility of production	4.1. Type options are checked to meet specified printing processes and substrates 4.2. The reproduction feasibility of multiple colour vignettes is analysed to meet specified printing processes and substrates 4.3. Line and tone are combined and dot complexity of photography is analysed to meet specified printing processes and substrates

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
	<p>4.4. The feasibility of complex imposition and folds are calculated to meet specified printing processes and substrates</p> <p>4.5. Foils and embossing are checked to meet specified printing processes and substrates</p>
5. Solve technical problems	<p>5.1. Materials and/or format are reviewed to ensure the most suitable are selected and therefore do not create problems</p> <p>5.2. Technical problems are resolved by re-design or amendment of the brief in consultation with the client to acceptable standards</p>
6. Ensure quality output	<p>6.1. Standards for reproduction are documented to form a reference bank for the design process</p> <p>6.2. Design solutions are filed and stored ready for retrieval according to enterprise procedures</p> <p>6.3. Internal performance standards are evaluated to identify potential reforms for future enterprise procedures</p> <p>6.4. Future actions are determined to incorporate accurate cost and time analyses into future briefs</p>

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

#### Required skills

- OHS in relation to operating machinery such as safely switching off machinery before cleaning is started
- communication of ideas and information by determining exactly what the client wants from the brief and subsequent discussion
- collecting, analysing and organising information by balancing and matching client demands with requirements for reproduction and costs
- planning and organising activities by coordinating job sequence so that materials arrive, are processed and can be checked efficiently
- teamwork when ensuring that designers, printers and clients all know what they need to do and when
- mathematical ideas and techniques by calculating costs and determining enlargement/reduction factors
- problem-solving skills by coping with discrepancies between the brief and what is possible
- use of technology by using appropriate software to create the design and ensuring files are saved in the required format

#### Required knowledge

- effect of the design brief upon the selection of a printing process
- different design requirements for THREE printing processes, operations or electronic media
- factors that have you considered when selecting appropriate colours for this job
- choice of colours and the affect on the mood of a targeted consumer
- procedures that have you implemented to produce a special effect
- selection of type face design to the intended product
- factors that have you consider when selecting the appropriate printing substrate for this job
- effects different inks and substrates have on design
- problems that may arise when running an image across a double page spread
- steps that would be taken to overcome the problem of finger marks on dark solids
- common technical problems that occur when a design is printed and how can they be resolved
- recognising and rectifying faults on artwork supplied by the client
- effect of colour breakdown and sequence on printing operations and printed jobs
- matching artwork to customer's specifications as outlined on the job sheet
- methods that you use for assessing the quality and suitability of externally produced artwork

**REQUIRED SKILLS AND KNOWLEDGE**

- problems that can be caused by using sub-standard and unsuitable artwork
- design factors that affect the cost of a printed job
- producing a design within budget
- manuals, safety and other documentation that are relevant to this task and where are they kept and information that is included in these documents
- other sources of information that are available

## Evidence Guide

<b>EVIDENCE GUIDE</b>	
<p>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.</p>	
<b>Overview of assessment</b>	
<b>Critical aspects for assessment and evidence required to demonstrate competency in this unit</b>	<p>Evidence of the ability to:</p> <ul style="list-style-type: none"> <li>developing an agreed clear design brief and preparing a quotation. Rendering a complex design taking into account the design brief and quotation. Meeting the design reproduction and end user requirements</li> <li>the underlying skill of solving complex technical problems of layout to conform to brief specifications should be transferable across the design and pre-press sectors. It is important that the substrate for reproduction is identified and that the competencies be demonstrated with a clear identification of printing processes</li> <li>demonstrate an ability to find and use information relevant to the task from a variety of information sources</li> <li>produce finished art from a complex design brief. Provide evidence that each stage from initial negotiations to completion has been carried out satisfactorily.</li> </ul>
<b>Context of and specific resources for assessment</b>	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> <li>assessment may take place on the job, off the job or a combination of these. Off the job assessment must be undertaken in a closely simulated workplace environment</li> <li>it is expected that special purpose tools, equipment and industry software packages will be used where appropriate.</li> </ul>
<b>Method of assessment</b>	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> <li>direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate.</li> </ul>
<b>Guidance information for</b>	Holistic assessment with other units relevant to the



<b>EVIDENCE GUIDE</b>	
<b>assessment</b>	industry sector, workplace and job role is recommended.

## Range Statement

<b>RANGE STATEMENT</b>	
<p>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.</p>	
<i>Clients</i> may include:	<ul style="list-style-type: none"> <li>internal or external clients.</li> </ul>
<i>Design tools</i> may include:	<ul style="list-style-type: none"> <li>a range of manual equipment or hardware and design software applications.</li> </ul>
<i>Costed</i> may include:	<ul style="list-style-type: none"> <li>hourly rates, material costs and any other factor contributing to job costs.</li> </ul>
<i>Complex graphic design</i> may include:	<ul style="list-style-type: none"> <li>complex refers to intricate and detailed design (line and tones) and may include difficult vignettes, tone separations, colour reproductions and embossing.</li> </ul>
<i>Applications</i> may include:	<ul style="list-style-type: none"> <li>design can be specific to publishing, consultancy, advertising or packaging.</li> </ul>
<i>Quality standards</i> may include:	<ul style="list-style-type: none"> <li>should meet client requirements and enterprise and industry standards.</li> </ul>

## Unit Sector(s)

<b>Unit sector</b>	
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## Competency field

<b>Competency field</b>	Pre-press
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## Co-requisite units

<b>Co-requisite units</b>		