



Australian Government

Department of Education, Employment and Workplace Relations

SIRRMER005A Produce retail visual illustrations

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor This unit describes the performance outcomes, skills and knowledge required to produce simple visual illustrations of proposed product presentations and exhibition displays.

Application of the Unit

Application of the unit This unit requires the team member to demonstrate knowledge of design elements and illustration techniques and colour schemes to produce illustrations that depict in situ product presentations and exhibition displays. Frontline visual merchandisers and visual merchandiser supervisors and managers are responsible for this role.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

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 Produce product illustrations.	<p>1.1 Use <i>illustration techniques</i> and relevant <i>equipment and materials</i> to depict accurate observation of products.</p> <p>1.2 Apply shading, tonal scales, contour, variation in weight of line work and balance of negative space to accurately depict products.</p> <p>1.3 Accurately reflect colour and finish of sample products.</p> <p>1.4 Depict products in correct proportion and to <i>customer</i> specification.</p>
2 Produce images of objects and interiors.	<p>2.1 Use accurate observation of proportion in sketch illustrations.</p> <p>2.2 Draw sketches of objects and interiors in perspective.</p> <p>2.3 Demonstrate effective contrast of tone, colour and surface in sketch illustrations.</p> <p>2.4 Depict in situ mannequins in correct proportion.</p>

ELEMENT	PERFORMANCE CRITERIA
3 Produce interior and exterior colour schemes.	<p>3.1 Negotiate terms of brief and budget limitations with client.</p> <p>3.2 Produce colour sample boards to demonstrate <i>interior and exterior colour schemes</i> with colours and textures to suit corporate image, target market and <i>promotional themes</i>.</p> <p>3.3 Produce store and merchandise colour concepts with accurate specifications and tonal rendering to meet client requirements.</p>
4 Produce colour schemes.	<p>4.1 Produce colour schemes to suit specific visual merchandising promotional themes.</p> <p>4.2 Design sketches to reflect the <i>design elements</i> required for the visual identity of the promotion.</p> <p>4.3 Use colour visual sketches to demonstrate how the colour scheme will appear in situ.</p>
5 Produce quick sketches.	<p>5.1 Use a variety of methods, techniques and effects to describe fixtures, product presentations and display points.</p> <p>5.2 Produce sketches suitable for presentation to industry.</p>

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

The following skills must be assessed as part of this unit:

- interpersonal communication skills to:
 - negotiate with external and internal groups and teams with regard to visual merchandising through clear and direct communication
 - ask questions to identify and confirm requirements
 - share information
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- hand-drawn in-perspective sketching
- use of tone, colour and surface in sketch illustrations.
- colour planning and blocking in retail visual merchandising design concepts.

The following knowledge must be assessed as part of this unit:

- relevant legal and legislative provisions
- studio OHS
- dealing with external and internal groups and teams with regard to visual merchandising
- the elements and principles of design
- the psychological and marketable characteristics of colour in visual merchandising.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- examples of accurate representational images of selected objects and interiors
- colour schemes to suit specific visual merchandising

EVIDENCE GUIDE

- promotional themes
- quick marker sketches.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated work environment
- relevant documentation, such as sample client briefs
- information on:
 - client requirements
 - store image
 - products and services
- retail illustration tools and materials, including relevant computer software.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in the workplace
- a simulated retail illustration project environment
- third-party reports from a supervisor
- client feedback
- answers to questions about specific design skills and knowledge
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

Holistic assessment of this unit with other units relevant to the industry sector, workplace and job role is recommended.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.

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.

Illustration techniques may include:

- linear marks of differing intensity and character: thick, sharp, thin, curvilinear or soft (side of pencil, marker or crayon)
- tonal range to produce illusion of three-dimensional form
- linear marks to produce illusion of three-dimensional form
- simple linear perspective
- using mixed drawing media and a range of techniques to produce drawings
- using colour
- quick marker sketches
- online illustrations.

Equipment and materials may include:

- pencils from B to 6B
- fine liner pens
- pastels and chalks
- charcoal
- watercolour
- marker pens
- coloured pencils.

Customers may include:

- new or repeat contacts
- external and internal contacts
- customers with routine or special requests
- people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.

RANGE STATEMENT

Interior and exterior colour schemes may include:

- colour schemes for:
 - interiors and exteriors of shops
 - department stores
 - exhibition stands.

Promotional themes may include:

- seasonal events, such as Christmas, Easter, Mother's Day, Father's Day, Valentine's Day, Spring Racing Carnival or Winter Sale
- cultural themes, e.g. Tuscan, Japanese or Mexican
- enterprise-specific promotions, such as a birthday sale, lingerie sale, homewares sale or perfume promotion
- specific product promotional events, such as exhibitions.

Design elements may include:

- line
- shape
- direction
- size
- texture
- colour.

Unit Sector(s)

Sector

Retail

Competency field

Competency field

Merchandising