



Australian Government

Department of Education, Employment and Workplace Relations

SIRRMER016A Style merchandise for photography

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 apply photographic styling techniques to visual merchandising promotions.

Application of the Unit

Application of the unit This unit requires the team member to apply knowledge of relevant services and supplies, current design trends and principles of design to work with other creative and technical professionals to source, prepare and arrange props and merchandise for photography according to promotional briefs. This unit applies to frontline visual merchandising team members.

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 Work effectively as a stylist.	1.1 Perform work with an emphasis on research, planning and forecasting. 1.2 Complete resourcing for photo-shoot within prescribed deadlines and to specified budgets. 1.3 Develop and maintain a <i>stylist kit</i> .
2 Collaborate with key creative and production personnel.	2.1 Accurately interpret <i>promotional job brief</i> . 2.2 Communicate effectively with <i>creative and production team members</i> and accept responsibility for own output.
3 Carry out steps in stylist planning.	3.1 Document action plan and critical milestones and complete tasks according to timelines. 3.2 Identify and access a suitable <i>worksite environment</i> .

ELEMENT	PERFORMANCE CRITERIA
4 Source props and merchandise for photographic assignments.	<p>4.1 Source <i>props</i> and <i>merchandise</i> and acquire within set timeframes as required for specific assignments.</p> <p>4.2 Hire props according to industry procedures where required.</p> <p>4.3 Develop and maintain a current and ongoing resource file of services and supplies for current and future assignments.</p>
5 Place merchandise and props for photographs.	<p>5.1 Demonstrate the application of design principles to two-dimensional and three-dimensional work in styled arrangements.</p> <p>5.2 Select colour and apply technical lighting and camera arrangements to achieve outcomes in promotional brief.</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:
 - communicate effectively with creative and production team members through clear and direct communication
 - ask questions to identify and confirm requirements
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- creative thinking skills
- design application
- ability to work in a team
- time management skills
- attention to detail.

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

- the elements and principles of design
- 20th and 21st century design trends
- contemporary design issues
- copyright and intellectual property issues and legislation and their impact on design practice
- the psychological and marketable characteristics of colour in visual merchandising
- the application and effects of light on colour in photography
- photographic techniques and terminology.

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

EVIDENCE GUIDE

Guidelines for this Training Package.

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

Evidence of the following is essential:

- sample analysis of a project brief and subsequent stylist action plan
- examples of personally styled photographs
- an up-to-date resource file of services and supplies
- a fully maintained stylist kit
- answers to questions on photographic styling.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated work environment
- relevant documentation, such as real or simulated promotional briefs, including studio and on-location shots
- the availability of a photographic studio environment and equipment
- relevant computer hardware and software
- props and merchandise.

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 photographic styling project, including a promotional brief requiring in-studio and on-location shots
- third-party reports from a supervisor
- a folio of personally developed styling designs
- client feedback
- answers to questions about specific skills and knowledge
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

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

EVIDENCE GUIDE

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.

Stylist kit may include:

- pliers
- masking, double-sided and gaffer tape
- pins
- nylon thread
- safety pins and paperclips
- hammer
- Stanley knife
- scissors
- adhesive gum
- spray bottle
- glass cleaner
- general cleaner
- white cotton gloves
- tweezers
- cotton buds and balls
- soft brush and dusting
- eucalyptus oil
- pegs and bulldog clips
- baby wipes.

RANGE STATEMENT

- Promotional job brief*** may include:
- verbal, written or diagrammatic instructions from
 - managers within the enterprise
 - external business customers.
- Creative and production team members*** may include:
- teams
 - art director
 - photographer
 - management
 - other professional or technical staff.
- Worksite environment*** may include:
- studio environment and equipment
 - shoot locations
 - relevant computer hardware and software.
- Props*** may include:
- display fixtures and fittings
 - fabric
 - paper and card
 - furniture
 - outside locations
 - studio scenery.
- Merchandise*** may include:
- fashion
 - fashion accessories
 - cosmetics
 - confectionery
 - food and drinks
 - homewares
 - books.

Unit Sector(s)

Sector Retail

Competency field

Competency field Merchandising