



**Australian Government**

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

# **SIRRMER405 Produce visual merchandising signs**

**Release: 1**

## SIRRMER405 Produce visual merchandising signs

### Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
First Release	This is a revised unit, based on and equivalent to SIRRMER007A Apply lettering. Title change but no change to unit outcomes.

### Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to produce a variety of signage, such as price lists and product descriptions for use in visual merchandising displays. Signs may be produced electronically or manually, according to organisational procedures.

### Application of the Unit

This unit applies to frontline visual merchandising team members.

### Licensing/Regulatory Information

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

### Pre-Requisites

Nil

### Employability Skills Information

This unit contains employability skills.

## Elements and Performance Criteria Pre-Content

### Elements and Performance Criteria

Element	Performance Criteria
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.
1. Confirm signage requirements.	1.1. Identify details of information to be included on <i>signage</i> . 1.2. Consult relevant stakeholders on size, layout and style of signage. 1.3. Confirm timelines, quantities and locations for signage.
2. Prepare resources for signage production.	2.1. Select <i>production method</i> and materials for signage production. 2.2. Ensure equipment and materials are available for timely production of signage.
3. Produce signage.	3.1. Produce drafts of signage, check against requirements and obtain approval from relevant stakeholders as required. 3.2. Produce signage within required timeframes and to required standards according to organisational procedures.

## Required Skills and Knowledge

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

### Required skills

- interpersonal skills to consult with relevant stakeholders
- literacy and numeracy skills to produce accurate signs containing both written information and prices
- manual lettering skills
- technology skills to operate:
  - relevant technology, including printers
  - software applications for the production of signage

### Required knowledge

- colour principles as applied to lettering
- equipment and materials used to produce signage
- layout principles
- lettering styles
- use and workplace applicability of various lettering mediums
- visual merchandising signage requirements

## Evidence Guide

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.

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

Evidence of the following is essential:

- develops industry standard signage for:
  - price lists
  - product descriptions
  - promotional banners.

### **Context of and specific resources for assessment**

Assessment must ensure access to:

- a real or simulated retail visual merchandising work environment
- information on:
  - client requirements
  - store image
  - store policy on promotional signage
  - products and services
- retail lettering tools, equipment and materials, including relevant computer software.

### **Method 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 lettering project environment
- a portfolio of personally designed and produced lettering
- customer feedback
- answers to questions about specific skills and knowledge
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

### **Guidance information for assessment**

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

## 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, 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 individual, accessibility of the item, and local industry and regional contexts) may also be included.

*Signage* may include:

- price lists
- product descriptions
- promotional banners.

*Production method* may include:

- electronic production using:
  - graphics software
  - information and communications technology
- manual production using:
  - board
  - chalk board
  - calligraphy pens
  - ink
  - marker pens
  - paper
  - pastels and chalks
  - pencils from B to 6B
  - rulers
  - watercolour
  - vinyl lettering machine.

## Unit Sector(s)

Retail

## Competency Field

Merchandising