



**Australian Government**

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

# **CPCCSI2004A Produce digital signage**

**Release: 1**

## CPCCSI2004A Produce digital signage

### Modification History

Not Applicable

### Unit Descriptor

**Unit descriptor**

This unit of competency specifies the outcomes required to produce digital signage.

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

### Application of the Unit

**Application of the unit**

This unit of competency supports the achievement of skills and knowledge to prepare for and produce signs using digital technology and equipment, and includes working with others and as a member of a team.

### Licensing/Regulatory Information

Refer to Unit Descriptor

### Pre-Requisites

**Prerequisite units**

CPCCOHS2001A

Apply OHS requirements, policies and procedures in the construction industry

## Employability Skills Information

**Employability skills**      This unit contains employability skills.

## Elements and Performance Criteria Pre-Content

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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.

## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Plan and prepare work.	<p>1.1. <b>Quality assurance requirements</b> of signage operations are recognised and adhered to.</p> <p>1.2. <b>Safety (OHS)</b> requirements in accordance with application tasks and workplace operations are recognised and adhered to.</p> <p>1.3. <b>Job requirements</b> are identified from drawings, specifications, instructions and client briefs.</p> <p>1.4. Product range is assessed and selected in accordance with job requirements and <b>relevant Australian standards</b>.</p> <p>1.5. Tools, equipment and materials are selected to carry out tasks consistent with job requirements.</p> <p>1.6. Routine maintenance requirements of equipment are identified and implemented in accordance with workplace and quality assurance procedures.</p> <p>1.7. Temporary or permanent application of materials is determined from job requirements.</p> <p>1.8. Potential material shrinkage is determined to ensure quality of completed work.</p>
2. Work with files for digital output.	<p>2.1. Image resolution is adjusted to suit output requirements.</p> <p>2.2. Uncompressed <b>file formats</b> are used as required.</p> <p>2.3. Files are stored safely and securely to maintain their integrity.</p>
3. Use computer programs to produce designs for digital printing.	<p>3.1. Observing design principles, appropriate <b>software</b> is selected to produce designs for digital printing and used according to manufacturer specifications to produce designs for digital printing.</p> <p>3.2. Digital design is checked to ensure it is suitable for the media and purpose of the application.</p>
4. Manage digital colour.	<p>4.1. <b>Digital colour management techniques</b> are applied with principles of colour theory for signage and colour corrected where required.</p> <p>4.2. Colour is adjusted using electronic aides and colour profiles for the job are maintained.</p>
5. Select media and set up printer.	<p>5.1. Media is selected appropriate to its usage and <b>type of digital printing</b> required.</p> <p>5.2. Feed calibration is adjusted to suit given media.</p> <p>5.3. Bi-directional calibration is adjusted to suit given media.</p>

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
	5.4. Print heads are monitored and adjusted when required.
6. Produce printed signage.	6.1. Characteristics and functions of raster image processor (RIP) are identified and applied. 6.2. Correct profile for the media to be printed is selected to meet job requirements.
7. Laminate printed signage.	7.1. Characteristics and application of laminator and laminating media types are identified and selected to meet job requirements. 7.2. Laminate is applied to digitally printed media to manufacturer specifications.
8. Clean up.	8.1. Equipment is cleaned, maintained and stored. 8.2. Work area is cleaned and tidied. 8.3. Waste materials are disposed of safely.

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

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

#### Required skills

Required skills for this unit are:

- ability to recognise procedures, respond to change and contribute to workplace responsibilities, such as current work site environmental and sustainability frameworks or management systems
- communication skills to:
  - determine requirements
  - enable clear and direct communication, using questioning to identify and confirm requirements, share information, listen and understand
  - follow instructions
  - read and interpret:
    - charts and hand drawings
    - computer programs
    - job drawings
    - manufacturer specifications and instructions
    - organisational work specifications
    - requirements and instructions issued by authorised organisational or

## REQUIRED SKILLS AND KNOWLEDGE

- external personnel
- report faults
- use and interpret non-verbal communication
- use language and concepts appropriate to cultural differences
- innovation skills to select appropriate tools and equipment, respond to workplace challenges and put ideas into action
- problem solving skills to recognise, and take action to rectify, minor faults and problems
- teamwork skills to be able to coordinate with others, action tasks and relate to people from a range of social, cultural, ethnic backgrounds and with varying physical and mental abilities
- using applicators and materials correctly to prepare surfaces.

### Required knowledge

Required knowledge for this unit is:

- characteristics of different types of digital printing, including:
  - aqueous
  - dye sublimation
  - eco solvent
  - flatbed printers
  - grand format
  - thermal transfer
  - true solvent
  - ultraviolet (UV) printers
- colour theory principles
- laminating theory and methods
- job safety analysis (JSA) and safe work method statements
- material safety data sheets (MSDS)
- procedures for routine maintenance and cleaning of printers
- quality assurance requirements, including:
  - Australian and international standards relevant to the sign industry
  - internal company quality assurance policy and risk management strategies
  - workplace operations and procedures
- relevant Australian and New Zealand standards, and:
  - manufacturer specifications
  - OHS requirements
  - other applicable codes or standard operating procedures relevant to the sector
- statutory and regulatory authority requirements, particularly those relating to:
  - removal of waste products

**REQUIRED SKILLS AND KNOWLEDGE**

- storage of chemicals
- terminology and definitions used in signage
- uncompressed file formats, such as:
  - EPS
  - PDF
  - RAW
  - TIFF.

# Evidence Guide

## EVIDENCE GUIDE

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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.

### Overview of assessment

This unit of competency could be assessed in the workplace or a close simulation of the workplace environment, provided that simulated or project-based assessment techniques fully replicate construction workplace conditions, materials, activities, responsibilities and procedures.

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

A person who demonstrates competency in this unit must be able to provide evidence of understanding and applying:

- digital printing products of various types and characteristics
- uncompressed file formats
- digital colour management principles
- media used in digital printing
- printer set-up methods and procedures
- laminating processes
- RIP software
- routine maintenance of printers.

### Context of and specific resources for assessment

This competency is to be assessed using standard and authorised work practices, safety requirements and environmental constraints.

Assessment of essential underpinning knowledge will usually be conducted in an off-site context.

Assessment is to comply with relevant regulatory or Australian standards' requirements.

Resource implications for assessment include:

- an induction procedure and requirement
- realistic tasks or simulated tasks covering the mandatory task requirements
- relevant specifications and work instructions
- tools and equipment appropriate to producing digital signage
- support materials appropriate to activity
- workplace instructions relating to producing



## EVIDENCE GUIDE

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digital signage

- material safety data sheets
- research resources, including industry-related systems information
- range of digital printers
- relevant software.

Reasonable adjustments for people with disabilities must be made to assessment processes where required. This could include access to modified equipment and other physical resources, and the provision of appropriate assessment support.

### Method of assessment

Assessment methods must:

- satisfy the endorsed Assessment Guidelines of the Construction, Plumbing and Services Training Package
- include direct observation of tasks in real or simulated work conditions, with questioning to confirm the ability to consistently identify and correctly interpret the essential underpinning knowledge required for practical application
- reinforce the integration of employability skills with workplace tasks and job roles
- confirm that competency is verified and able to be transferred to other circumstances and environments.

Validity and sufficiency of evidence requires that:

- competency will need to be demonstrated over a period of time reflecting the scope of the role and the practical requirements of the workplace
- where the assessment is part of a structured learning experience the evidence collected must relate to a number of performances assessed at different points in time and separated by further learning and practice, with a decision on competency only taken at the point when the assessor has complete confidence in the person's demonstrated ability and applied knowledge
- all assessment that is part of a structured learning experience must include a

## EVIDENCE GUIDE

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combination of direct, indirect and supplementary evidence.

Assessment processes and techniques should as far as is practical take into account the language, literacy and numeracy capacity of the candidate in relation to the competency being assessed.

Supplementary evidence of competency may be obtained from relevant authenticated documentation from third parties, such as existing supervisors, team leaders or specialist training staff.

## Range Statement

### RANGE STATEMENT

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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.

***Quality assurance requirements*** include:

- attention to work specifications
- Australian and international standards relevant to the sign industry
- control of handling procedures
- internal company quality assurance policy and risk management strategies
- procedures for installing and finishing
- quality of materials
- use and maintenance of equipment
- workplace operations and procedures.
- emergency procedures, including extinguishing fires, organisational first aid requirements and evacuation
- hazard control
- hazardous materials and substances
- organisational first aid
- PPE prescribed under legislation, regulations and workplace policies and practices

***Safety (OHS)*** is to be in accordance with state and territory legislation and regulations and project safety plan and may include:

## RANGE STATEMENT

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- safe operating procedures, including the conduct of operational risk assessment and treatments associated with:
    - concealed services (water, power and gas)
    - lighting
    - restricted access barriers
    - traffic control
    - work site visitors and the public
    - working at heights
    - working in confined spaces
    - working in proximity to others
  - use of firefighting equipment
  - use of machines
  - use of tools and equipment
  - workplace environmental requirements and safety.
- Job requirements*** include:
- assessment of conditions and hazards
  - determination of work requirements
  - equipment defect identification
  - safety plans and policies
  - work site inspection.
- Relevant Australian standards*** include:
- regulatory requirements
  - standard drawings and details
  - urban design manuals.
- File formats*** include:
- EPS files
  - PDF files
  - RAW files
  - TIFF files.
- Software*** includes:
- Adobe Illustrator
  - Adobe Photoshop
  - CorelDraw
  - FlexiSign
  - RIP software.
- Digital colour management techniques*** include:
- colour adjustment using electronic aides
  - colour correction
  - colour profiles maintenance
  - principles of colour theory.
- Types of digital printing*** include:
- aqueous
  - dye sublimation

## RANGE STATEMENT

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- eco solvent
- flatbed printers
- grand format
- thermal transfer
- true solvent
- UV printers.

## Unit Sector(s)

Unit sector                      Construction

## Co-requisite units

Co-requisite units              Nil

## Functional area

Functional area