Australian Government

CPCCSI3016A Produce digital signage using advanced software applications

Release 1

INDUSTRY
SKILLS
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CPCCSI3016A Produce digital signage using advanced software applications

Modification History

Version	Comments
1	This version first released with CPC08 Construction, Plumbing and Services Integrated Framework Training Package Version 8.

Unit Descriptor

This unit of competency specifies the outcomes required to select and use a variety of advanced software applications to design and produce digital signage.

Application of the Unit

This unit of competency supports workers in the digital signage and printing sector who lay out, design and produce signs using multiple advanced software applications.

Licensing/Regulatory Information

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

Pre-Requisites

Nil

Employability Skills Information

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.

Elements and Performance Criteria

1	Interpret client brief and job specifications.	1.1	Details of client design brief and job specifications are interpreted and clarified with client or supervisor.
		1.2	*Type of signage application* is determined and production requirements are assessed.
		1.3	Appropriate *software application* is selected to produce the work as required.
2	Arrange graphic framework on page.	2.1	Client copy and images are assembled to conform to the design brief.
		2.2	*Elements* are created and arranged on page to ensure artwork meets job specifications and with precise alignment or visual balance.
		2.3	Elements are arranged in layers to allow for effective selection and re-arrangement.
		2.4	Text is formatted and flowed into document using most *productive technique*.
		2.5	Text or data is imported from other applications, correctly formatted and any cross-application formatting issues are resolved.
		2.6	Graphics and other elements are imported from other applications and are arranged according to the design brief.

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3	Produce vector objects.	3.1	*Tools* and *software functionalities* are used to produce objects and required attributes are entered and shapes manipulated, continuing until graphic framework is finalised.
		3.2	Lines and curves are adjusted and edited to fit design specifications.
		3.3	Objects are painted and transposed and strokes and effects are scaled according to the design brief.
		3.4	Colour and appearance attributes are selected and copied as required.
		3.5	Gradients, fills and patterns are used to paint and blend as required by the layout and design brief.
4	Edit raster images.	4.1	Images are retouched to conform to job specifications.
		4.2	Colour and tone corrections are employed to conform to job specifications.
		4.3	Appropriate *contouring technique* is applied to produce the best result, depending on the image.
		4.4	Software functionalities are used to mask objects where required.
		4.5	Edited image is saved in *appropriate format* to allow for import into other applications and to conform to job specifications.
		4.6	Image storage requirements are identified and employed.
5	Produce print-ready file.	5.1	File is checked for errors according to client brief and job specifications.
		5.2	Correct colour profiles are applied to accurately reproduce colours.
		5.3	Sufficient image resolution is applied according to output specifications.
		5.4	Bleeds, printer marks and contour cuts are applied.

5.5   Completed file is sent to be ripped according to enterprise procedures.

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Required Skills and Knowledge

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

Required skills

- language and literacy skills to:
    - express ideas and information
    - gain client agreement on design layout
    - interpret client brief and specifications
- numeracy skills to determine image resolution
- planning and organising skills to:
    - collect and organise the storage and retrieval of electronic files
    - produce proofs according to timeframe specified in client requirements
- problem-solving skills to:
    - analyse content of imported electronic files and determine formatting requirements
    - check and fix errors in the image produced
- self-management skills to:
    - apply work health and safety (WHS) requirements, including correct ergonomics when operating a computer
    - contribute to the maintenance of the production process as a member of a team
- technical skills to:
    - operate relevant hardware and software to produce a layout
    - select colour libraries within software applications

Required knowledge

- image storage options, including:
    - use of lossless file compression formats to preserve files
    - use of lossy file compression formats to share files
- printing processes used in digital production
- reasons for:
    - considering printing process during design phase, including potential problems resulting from lack of consideration
    - editing or manipulating images
    - creating a colour profile when preparing an image for printing
- types of software applications suitable for producing digital signage and the functionalities of each type of software, including:
    - colour modes, profiles and rendering intents and the advantage and disadvantages of

each

- methods for:
    - flowing text throughout a document
    - adjusting guides and rulers
- qualities of different file formats and advantages and disadvantages for specific types of work, including types of file format that are unsuitable for print-based jobs
- techniques for styling text productively

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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	A person should demonstrate the ability to: • find and use information relevant to tasks from a variety of information sources • use at least two software applications to prepare two different sets of layouts according to enterprise standards.
Context of and specific resources for assessment	Assessment of this unit: • must be in the context of the work environment • may be conducted in an off-site context, provided it is realistic and sufficiently rigorous to cover all aspects of workplace performance, including task skills, task management skills, contingency management skills and job role environment skills • must meet relevant compliance requirements. Resource implications for assessment include access to relevant facilities, equipment and materials used for digital production, such as: • high-end computers • layout software • output devices.
Method of assessment	Assessment for this unit must verify the practical application of the required skills and knowledge, using one or more of the following methods: • written and/or oral assessment • observed, documented and/or first-hand testimonial evidence of the candidate selecting and using a variety of high-end software applications to efficiently produce a standard job.
Guidance information for assessment	This unit could be assessed on its own or in combination with other units relevant to the job function. 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. 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.

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

Type of signage application **may be:**	• banners • illuminated signs • promotional display signs • vehicle graphics.
Software applications may include:	• Adobe InDesign • Adobe Illustrator • Adobe Photoshop • Corel Draw • Corel PHOTO-PAINT • new software applications • new versions of existing software applications.
Elements may include:	• complex shapes • graphics • text.
Productive techniques may include:	• character style • eyedropper tool • linking of text frames • paragraph style.
Tools may include:	• direct selection • pen • shape.
Software functionalities	• cutout

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may include:	• mask • trace • vectorise.
Contouring techniques may include:	• layer masks • paths • quick mask or lasso tool.

Appropriate format may include:	• file types that support transparency or paths, vector and raster images, such as:
	   • portable document format (PDF)
	   • tagged image file format (TIFF)
	   • encapsulated postscript (EPS).

Unit Sector(s)

Competency field	Signage
Unit sector	Construction

Custom Content Section

Not applicable.

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