



Australian Government

Department of Education, Employment and Workplace Relations

CULMS008B Conceive, develop and realise exhibition designs

Revision Number: 1

CULMS008B Conceive, develop and realise exhibition designs

Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to undertake the complete exhibition design process, from initial conception of ideas to the final realisation of the design.

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

Application of the Unit

Application of the unit

This unit brings together the wide range of highly-developed creative, technical and business skills required by an exhibition designer operating autonomously in consultation with a broad range of stakeholders. This unit goes beyond the skills normally required by an individual creative practitioner to exhibit his or her own work.

The unit has strong links to a wide range of other units dealing with specific creative, technical and business skills. This unit is focused on physical exhibition design.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units

Nil

Employability Skills Information

Employability Skills The required outcomes described in this unit of competency contain applicable facets of Employability Skills. The Employability Skills Summary for the qualification in which this unit of competency 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 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 Interpret the brief

- 1.1 Analyse the brief to determine overall exhibition concepts
- 1.2 Participate in preliminary concept meetings with *appropriate personnel* to discuss *exhibition requirements*
- 1.3 Identify all *relevant factors which may determine and affect the design*
- 1.4 Discuss and agree upon the *role of the designer* in the overall exhibition development

2 Conduct and evaluate research

- 2.1 Assess the material to be exhibited in relation to the development of the design
- 2.2 Identify and source references which may inform the design process
- 2.3 Critically analyse *sources and references* in the context of the current design project
- 2.4 Consider the impacts and potential of new and

ELEMENT	PERFORMANCE CRITERIA
3 Generate and assess ideas	<p>emerging technologies to inform the design</p> <p>2.5 Collect, collate and adapt materials to develop initial design concepts</p> <p>3.1 Generate a range of ideas for the design which respond sympathetically to the brief and provide creative solutions to technical issues</p> <p>3.2 Discuss ideas and collaborate with relevant personnel to ensure contribution of ideas to the initial concept</p> <p>3.3 Continuously reflect on and appraise ideas for implications on cost and time, technical feasibility, and suitability to meet the brief</p>
4 Develop and document the design	<p>4.1 Hold ongoing discussions with relevant personnel so that additional or changed requirements and new ideas are considered and incorporated during the development of the design</p> <p>4.2 Ensure that agreement is reached with relevant personnel in relation to consistent artistic interpretation</p> <p>4.3 Evaluate initial concepts and select the most appropriate approach, giving consideration to budget, research findings and ongoing reflection/discussion</p> <p>4.4 Develop the exhibition designs from the initial concepts ensuring:</p> <ul style="list-style-type: none">• consistency with the exhibition concept• collection needs are taken into account• research findings are incorporated• ideas are technically feasible and demonstrate awareness of parameters and resource constraints• ideas demonstrate effective use of materials• integration of universal access principles <p>4.5 Organise or undertake testing and experimentation with selected exhibition design</p> <p>4.6 Develop <i>accurate records of the design</i>, including all relevant information</p>

ELEMENT**PERFORMANCE CRITERIA**

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| 5 Communicate design ideas and make amendments | <ul style="list-style-type: none">5.1 Present draft exhibition plans and specifications to relevant colleagues in an appropriate format5.2 Participate in the initial and ongoing evaluation of the presented designs5.3 Negotiate and agree to modifications to the design and undertake any necessary amendments5.4 Agree to the final designs and produce accurate and comprehensive documentation to support implementation5.5 Present final designs, plans and specifications to all relevant personnel and confirm that all production requirements have been met |
| 6 Liaise with others to implement exhibition construction | <ul style="list-style-type: none">6.1 Liaise with relevant personnel to ensure that all exhibition production, <i>occupational and public health and safety legislative requirements</i> are met, quality standards are adhered to and work is undertaken within item, budget and technical constraints6.2 Participate in ongoing production meetings and evaluation of the exhibition design6.3 Ensure that any design modifications are agreed, noted and acted upon6.4 Inform relevant personnel of design changes6.5 Update any required documentation and record and file according to organisational requirements |

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- communication, negotiation and leadership skills to collaborate with a wide range of stakeholders on complex design issues and challenges
- creative and critical thinking skills to explore, develop, test and challenge design ideas and concepts
- planning and organisational skills to integrate a wide range of conceptual, operational and business factors to realise design implementation
- problem-solving skills to pro-actively interrogate the quality and effectiveness of ideas and designs, and to develop creative solutions to complex challenges
- research skills to determine appropriate source and critically evaluate and adapt information to exhibition design
- literacy skills to analyse and communicate information dealing with complex concepts
- numeracy skills to work with budgets, including estimating and adjusting costs.

Required knowledge

- role of exhibition design within the overall exhibition development process
- exhibition scheduling process and its interrelationship with the design process
- role of the exhibition designer, how this may differ depending upon the exhibition, and relationships with other designers and personnel
- relationship between different design elements within an exhibition
- copyright, moral rights and intellectual property legislation in relation to exhibition design
- cultural protocols to be observed in the design process, including those relevant to the exhibition of Aboriginal or Torres Strait Islander material
- ethical standards and protocols for designers working in exhibitions including, principles of universal access
- formal principles and elements of design and their relevance to exhibition design
- sources and availability of materials and equipment used for exhibition design and construction
- appropriate materials to use with different collection items and impact of those materials
- costing and budgeting techniques for exhibition design
- communication, negotiation, presentation and project management techniques as they apply to the design process
- documentation formats used for exhibition design
- current and emerging technologies available to the exhibition designer

REQUIRED SKILLS AND KNOWLEDGE

- construction methods/implementation issues associated with the realisation of exhibition designs
- behaviour of various materials, finishes, painting techniques and colours under lighting
- overall use of artificial lighting in exhibitions and options available
- properties, applications and durability of different types of materials that can be used for exhibition construction.

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, 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:

- development and realisation of creative exhibition design concepts which assist in the realisation of the overall exhibition concept and which address operational requirements and constraints
- effective communication, negotiation and project management skills to facilitate the design process
- research skills, including creative interpretation and adaptation of design concepts.

Context of and specific resources for assessment

Assessment must ensure:

- assessment over an extended period of time to reflect the nature of the design process and to assess the experimental and implementation aspects of this unit
- involvement of, and interaction with, an exhibition team to reflect the collaborative nature of the design process
- access to an exhibition venue
- access to resources for both the development and realisation of designs (collection items, equipment, materials, financial and human resources).

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:

- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- evaluation of an exhibition design for which the candidate has been responsible in terms of meeting concept and resource practicality
- evaluation of reports produced by the candidate which demonstrate the processes used in developing and realising the creative concept,

EVIDENCE GUIDE

including challenges faced and how these were resolved

- oral or written questioning aimed at evaluating the processes used in developing and realising the creative concept.

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

- CUEDES04B Establish and refine a brief
- CUEDES05B Manage design realisation
- CUEFIN01C Develop a budget
- CUEFIN02C Manage a budget
- CUVCOR09B Select and apply drawing techniques and media to represent and communicate the concept
- CUVDSP15B Research and apply techniques for application to spatial design.

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, 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.

Appropriate personnel may include:

- other designers
- curator
- conservator
- education staff
- construction specialists
- preparators
- taxidermists
- modelmakers
- installation staff
- other specialists

Exhibition requirements may include any of the following:

- displays
- interactive elements
- furniture and furnishings
- props
- back drops
- special effects
- automated/animatronic devices
- scenic art
- murals
- dioramas
- multi-sensory elements
- full-scale environments
- supports for collection items
- hanging systems
- lighting rig

Relevant factors which may determine and affect the design may include:

- overall exhibition concept
- exhibition duration (permanent/temporary)
- resources (human, financial, physical)
- space/venue specifications or restrictions

RANGE STATEMENT

- available technologies
- timelines
- regulations e.g. fire restrictions
- needs of others involved in the exhibition
- access issues
- stability of collection items
- collection requirements (light levels, RH, pollutants)

The role of the designer may be impacted by:

- scale of the exhibition
- availability of other expertise
- level of assistance available (in relation to implementation/construction)
- budget

Sources and references to be used during the design process may include:

- reference books/journals/texts
- writings of the period
- paintings and illustrations
- photographs
- film, video
- the Internet
- digital images
- technical drawings
- models
- collages
- sketches
- objects
- community/stakeholder consultation
- culturally appropriate representation

Accurate records of the design may include:

- plans (computer or manually generated)
- specifications
- samples
- mock-ups

Occupational and public health and safety legislative

- commonwealth, state/territory occupational health and safety regulations
- relevant national and international standards,

RANGE STATEMENT

requirements may include:

- guidelines and codes of practice e.g. The Building Code of Australia
- relevant local government construction legislation and regulation

Unit Sector(s)

Not applicable.

Competency field

Competency field Exhibition Development and Design