



Australian Government

ICPPRP211 Develop a basic design concept

Release: 1

ICPPRP211 Develop a basic design concept

Modification History

Release	Comments
Release 1	This version first released with ICP Printing and Graphic Arts Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to produce a basic graphic design concept for a client, from assessment of the brief, to production of roughs and finished art.

It applies to individuals who work under direct supervision and in consultation with others to design and prepare layouts, artwork and manipulate images and texts to meet work and production requirements.

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

Unit Sector

Pre-Press

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1 Assess brief requirements	1.1 Printing requirements of layout brief are determined to align pre-press processes with printing feasibility 1.2 Brief is broken down into stages of production to determine a plan 1.3 A plan of action is designed to meet time requirements of each stage so deadlines are identified and adhered to 1.4 Correct industry-standard terms of design and typography are used to facilitate communication
2 Assemble layout	2.1 Client copy and images are assembled according to brief requirements

ELEMENT	PERFORMANCE CRITERIA
	<p>2.2 Library files are accessed for relevant data to conform to brief requirements</p> <p>2.3 Appropriate equipment and materials to complete the layout are assembled so brief is undertaken efficiently</p> <p>2.4 Design area is cleaned and prepared, ready for use</p>
3 Render simple graphic design	<p>3.1 Client requirements are checked to ensure design concept matches the brief</p> <p>3.2 Preliminary graphic design ideas are constructed according to the brief</p> <p>3.3 Simple graphic design concept is rendered electronically to conform to client brief</p> <p>3.4 Rendered graphic design is checked for conformance with client brief</p>
4 Produce finished artwork	<p>4.1 Layout grid is created to meet client brief specifications</p> <p>4.2 Type is selected for readability and style, and fitted into grid space allocated to conform to client brief</p> <p>4.3 Photographs and illustrations are selected, scaled and cropped appropriately to fit allocated grid space</p> <p>4.4 Overlays/colour roughs are created to conform to brief specifications</p> <p>4.5 Components of layout are positioned accurately using keylines to conform to grid framework</p>
5 Check for suitability	<p>5.1 Layout is checked to eliminate omissions and errors</p> <p>5.2 Layout design is checked against brief requirements to conform to critical requirements of proposed medium</p> <p>5.3 Layout is rendered ready to present to client</p>
6 Tidy materials and store data	<p>6.1 Equipment and materials are returned to storage according to enterprise procedures</p> <p>6.2 Design data and materials are saved and/or filed ready for future retrieval according to enterprise procedures</p> <p>6.3 Design area is cleaned according to enterprise procedures ready for reuse</p>

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 3.1, 3.4, 4.4, 5.2	<ul style="list-style-type: none"> Recognises and interprets text to establish job requirements from information contained within relevant procedures and specifications
Writing	1.2, 1.3, 3.2	<ul style="list-style-type: none"> Produces documents using headings, instructions and layout that meet needs of audience and purpose of text
Oral Communication	1.4, 3.1	<ul style="list-style-type: none"> Uses appropriate vocabulary, including technical language relevant to role and context
Navigate the world of work	1.1, 1.4, 2.4, 6.1-6.3	<ul style="list-style-type: none"> Recognises and follows organisational and legislative requirements associated with own role
Interact with others	1.4, 3.1	<ul style="list-style-type: none"> Uses appropriate communication protocols and conventions to confirm or clarify client requirements
Get the work done	1.1-1.4, 2.1-2.3, 3.2-3.4, 4.1-4.5, 5.1-5.3, 6.1-6.3	<ul style="list-style-type: none"> Organises and prioritises work and personal commitments, with some sense of what is achievable in a timeframe Plans, identifies and assembles resources required to complete tasks Takes responsibility for routine decisions related directly to own role Understands purposes, specific functions and key features of common digital systems and tools and operates them effectively to design and save files in required format

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
ICPPPR211 Develop a basic design concept	ICPPP211C Develop a basic design concept	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=a74b7a0f-a253-47e3-8be0-5d426e24131d>