



Australian Government

ICPPRP3110 Develop detailed design concepts

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with ICP Printing and Graphic Arts Training Package Version 4.0.

Application

This unit describes the skills and knowledge required to produce a complex graphic design from a design brief.

It applies to individuals who design and prepare layouts and artwork, manipulate images and text, and apply solutions to a defined range of problems. They may also provide some leadership and guidance to others with some limited responsibility for the output of others.

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

Pre-requisite Unit

ICPPRP211 Develop a basic design concept.

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. Prepare for job	1.1 Confirm brief requirements and end use with client according to enterprise procedures 1.2 Document job details according to enterprise procedures
2. Render graphic design	2.1 Convert client requirements into a design concept 2.2 Detail different graphic design ideas and concepts, and assess potential of each against brief requirements 2.3 Render unique graphic design concept according to the brief and work health and safety (WHS) requirements

ELEMENT	PERFORMANCE CRITERIA
	2.4 Determine printing feasibility of rendered graphic design according to the brief requirements 2.5 Produce visual showing position and fit of design elements to document design layout
3. Prepare dummy	3.1 Create range of visual interpretations of the brief to present options to client 3.2 Present text and images graphically to conform to grid layout 3.3 Calculate basic imposition according to printing and binding process requirements 3.4 Produce dummy for copy mark-up and to obtain client feedback on design suitability
4. Produce complex finished artwork	4.1 Structure design concept step-by-step according to client brief and fit grid format 4.2 Select type styles according to client brief and printing substrate 4.3 Determine line reproduction quality required to achieve print reproduction standards 4.4 Select images to conform to client brief and end use 4.5 Select and combine colours to conform to client brief and end use

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Reading	Identifies and evaluates text to establish job requirements
Writing	Writes a design brief and complex work instruction based on client and stakeholder requirements
Oral Communication	Participates in spoken interactions to confirm and clarify understanding
Numeracy	Analyses a range of mathematical information used in familiar and routine tasks
Self-management	Follows organisational policies and procedures within scope of own role
Planning and Organising	Takes responsibility for planning and organising own workload, identifying ways of sequencing and combining elements for greater efficiency

	Plans, identifies and assembles resources required to complete tasks
Problem Solving	- Identifies importance of ongoing generation of new ideas for viability of a work project - Responds to predictable problems and implements standard and logical solutions
Technology	Identifies purposes, specific functions and key features of common digital systems and tools and operates them to create and save files in required format

Unit Mapping Information

Supersedes and is equivalent to ICPPRP311 Develop a detailed design concept.

Links

Companion Volume Implementation Guide is found on VETNet -

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