



**Australian Government**

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

# **ICPPP311B Develop a detailed design concept**

**Release: 1**

## **ICPPP311B Develop a detailed design concept**

### **Modification History**

Not applicable.

### **Unit Descriptor**

This unit describes the performance outcomes, skills and knowledge required to develop a complex graphic design.

This unit describes the performance outcomes, skills and knowledge required to develop a complex graphic design.

### **Application of the Unit**

The unit applies to operators taking some responsibility for a design brief.

This unit outlines the skills required to render a graphic design based on the design brief and to produce a finished complex artwork.

The unit applies to operators taking some responsibility for a design brief.

This unit outlines the skills required to render a graphic design based on the design brief and to produce a finished complex artwork.

### **Licensing/Regulatory Information**

Not applicable.

### **Pre-Requisites**

ICPPP211B Develop a basic design concept

ICPPP211B Develop a basic design concept

### **Employability Skills Information**

This unit contains Employability Skills.

This unit contains Employability Skills.

## Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance Criteria describe the required performance needed to demonstrate achievement of the Element. Where italicised text is used, further information is detailed in the Required Knowledge and Skills and/or Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

Elements describe the essential outcomes of a unit of competency.

Performance Criteria describe the required performance needed to demonstrate achievement of the Element. Where italicised text is used, further information is detailed in the Required Knowledge and Skills and/or Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

## Elements and Performance Criteria

### Elements and Performance Criteria

Element	Performance Criteria
1 <b>Determine brief specifications</b>	1.1 Communicate with the client to confirm the requirements of the brief as required
	1.2 Job details are accurately documented according to enterprise policies and procedures
2 <b>Render a graphic design</b>	2.1 The client's requirements are translated into a design concept that accords with the brief
	2.2 Different graphic design ideas/concepts are detailed and the potential of each is assessed according to the brief
	2.3 A unique graphic design concept is rendered electronically or manually to conform to the brief
	2.4 The rendered graphic design is assessed for printing feasibility according to the requirements of the brief
	2.5 A visual is produced showing position and fit of design elements to document the design layout
3 <b>Produce a dummy</b>	3.1 A range of visual interpretations of the brief are made to present options to the client
	3.2 Text and images are graphically presented to conform to the grid layout
	3.3 Basic imposition is calculated to suit printing and

binding processes

- 3.4 A dummy is produced for marking-up copy and to obtain client feedback about the suitability of design
- 4 **Produce complex finished artwork**
  - 4.1 A design concept is structured step by step to conform to the brief and to fit a grid format
  - 4.2 Appropriate type styles are selected to conform to the client brief and the printing substrate
  - 4.3 Line reproduction quality is assessed to effect the standard of print reproduction required by the client brief
  - 4.4 Images are selected to conform to the client brief and the end use
  - 4.5 Colours are selected and combined effectively using overlays to conform to the client brief and the end use

## Required Skills and Knowledge

### REQUIRED KNOWLEDGE AND SKILLS

The following knowledge must be assessed as part of this unit:

#### **Technical requirements for preparing art for printing or electronic output**

What are the parameters of the job for which this artwork is being prepared?

What instruments, materials and computer equipment will be used in producing this artwork?

How is colour used for effect and harmony?

What is the colour composition of white light?

Describe colour wheel elements and the use of the Pantone Matching System.

What effect does the selection of a print or electronic output system have on the preparation of artwork?

#### **Basic design principles and use of instruments, materials and CAD programs**

Describe the method for making or revising a layout.

What basic design principles are used in the preparation of layouts?

How do you vary format, size, style and preparation of artwork when using computer equipment for layouts/colour roughs?

What is a CAD program and how could such a program aid the work of a designer?

#### **Use of camera, scanner and computer equipment**

What OHS concerns are there when using cameras or computers?

Describe the production of bromides using a process camera and contact frame.

Describe the diffusion transfer process for producing bromides.

What is your understanding of the operation of mono laser printers and resolution output?

How do you calculate proportional enlargement and reduction?

Describe the process of drawing line, borders and corners using drawing instruments or a computer or digitiser.

#### **Evaluating artwork and its suitability for printing**

How do you recognise and rectify faults on artwork supplied by the client?

How do you determine the effect of colour breakdown and sequence on printing operations and printed jobs?

What method do you use for checking size and scale of reproduction?

How do you assess whether artwork matches customer's specifications as outlined on the job sheet?

What methods do you use for assessing the quality and suitability of externally produced artwork?

What problems can be caused by using sub-standard and unsuitable artwork?

The following skills must be assessed as part of this unit:

OHS in relation to operating machinery such as safely switching off machinery before cleaning is started

Communication of ideas and information by determining exactly what the client wants from brief and subsequent discussion

Collecting, analysing and organising information by producing and collecting elements according to the initial conceptual ideas

Planning and organising activities by coordinating job sequence so that materials arrive, are processed and can be checked efficiently

Teamwork when ensuring that designers, printers and clients all know what they need to do and when

Mathematical ideas and techniques by calculating costs and enlargement/reduction factors

Problem-solving skills by coping with discrepancies between the brief and what is possible

Use of technology by using appropriate software to create the design and ensuring files are saved in the required format

## Evidence Guide

The Evidence Guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Knowledge and Skills, the Range Statement and the Assessment Guidelines for this Training Package.

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

Evidence of the following is essential:

Client requirements are accurately reflected in the design concept. The final design combines type, lines, tones, colours and images in a manner that meets the design brief and reproduction requirements

The underlying skill of designing a detailed layout to conform to brief specifications should be transferable across the design and pre-press sectors. It is important that the substrate for reproduction is identified and that the competencies be demonstrated with a clear identification of printing processes

Demonstrate an ability to find and use information relevant to the task from a variety of information sources

Prepare TWO sets of design, colour roughs and finished artwork which incorporate line and tone work according to specifications of the client brief, enterprise standards and listed performance criteria

### **Context of and specific resources for assessment**

Assessment must ensure:

assessment may take place on the job, off the job or a combination of these. Off the job assessment must be undertaken in a closely simulated workplace environment

it is expected that special purpose tools, equipment and industry software packages will be used where appropriate

### **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.

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



## 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. Italicised wording in the Performance Criteria is detailed below.

Complexity of process	Artwork is complex and may involve numerous elements
Job details	Include the number of colours, the media of the final product, the purpose of the design, materials
Images	Photographs, illustrations, format graphics, text
Degree of autonomy	Initiative, judgement and working in consultation with others
Enterprise policies and procedures	Tasks must be performed according to enterprise procedures
Quality standards	Should meet client requirements and enterprise and industry standards

## Unit Sector(s)

Not applicable.

## **Competency field**

Pre-press

Pre-press