



Australian Government

ICP40610 Certificate IV in Printing and Graphic Arts (Management/Sales)

Release: 2

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Modification History

Release	Comments
Release 2	<p>This version released with <i>ICP10 Printing and Graphic Arts Training Package version 2.0</i>.</p> <p>Imported elective units updated with the most current equivalent.</p>
Release 1	<p>This Qualification first released with <i>ICP10 Printing and Graphic Arts Training Package version 1.0</i>.</p>

Description

This qualification applies to individuals who use well developed sales skills in the printing and graphic arts industry. They apply solutions to a defined range of problems, and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others and have limited responsibility for the output of others, however they typically report to a more senior sales practitioner.

Job Roles

- Supervisor, administration and sales

Pathways Information

Pathways into the qualification

Candidates may enter the qualification with limited or no vocational experience and without a relevant lower level qualification. However, the preferred pathway for candidates entering this qualification is one of the following qualifications:

- ICP30112 Certificate III in Printing and Graphic Arts (Graphic Design Production)
- ICP30212 Certificate III in Printing and Graphic Arts (Graphic Pre-press)
- ICP30412 Certificate III in Printing and Graphic Arts (Digital Printing)
- ICP30512 Certificate III in Printing and Graphic Arts (Printing)
- ICP30612 Certificate III in Printing and Graphic Arts (Screen Printing)
- ICP30712 Certificate III in Printing and Graphic Arts (Print Finishing)
- ICP31012 Certificate III in Printing and Graphic Arts (Mail House)
- ICP31112 Certificate III in Printing and Graphic Arts (Ink Manufacture).

Pathways from the qualification

At the completion of this qualification candidates could choose to enter a:

- ICP50410 Diploma of Printing and Graphic Arts (Management/Sales).

Licensing/Regulatory Information

There is no direct link between this qualification and licensing, legislative and/or regulatory requirements. However, where required, a unit of competency will specify relevant licensing, legislative and/or regulatory requirements that impact on the unit.

Units in Qualification with Prerequisites

Code and title	Prerequisite units required
ICPSU458C Monitor production workflow	ICPSU216C Inspect quality against required standards

Entry Requirements

There are no entry requirements for this qualification.

Employability Skills Summary

The following table contains a summary of the Employability Skills required for this qualification. The Employability Skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Employability Skill	Industry/enterprise requirements for this qualification include:
Communication	<ul style="list-style-type: none"> • accurately use correct printing industry terminology and vocabulary • using negotiation skills to encourage positive outcomes from business networks
Teamwork	<ul style="list-style-type: none"> • developing and implementing customer consultation processes with employees • supervising and scheduling the work of team members
Problem solving	<ul style="list-style-type: none"> • adjusting costing based on discrepancies between estimated and actual costing • analysing costs and timelines of promotional activities to evaluate the benefits
Initiative and enterprise	<ul style="list-style-type: none"> • continuously evaluating processes and recommending changes for improvement
Planning and organising	<ul style="list-style-type: none"> • planning and acquiring resources to implement the operational plan • planning and scheduling promotional activities • undertaking business planning
Self-management	<ul style="list-style-type: none"> • adjusting own interpersonal style and methods to suit different situations • treating people with integrity, respect and empathy to develop trust and confidence
Learning	<ul style="list-style-type: none"> • acquiring knowledge of printing industry products from various sources of information • maintaining personal knowledge and skills by participating in business networks
Technology	<ul style="list-style-type: none"> • using technology to assist with the management of information

Packaging Rules

Total number of units = 19 units

4 core units *plus*

5 elective units from Group A *plus*

10 elective units from Group B or Group C.

Up to **2 elective units** from Group A can be substituted with Group B elective units listed below.

3 elective units must be selected from Group B elective units and **3 elective units** must be selected from Group C elective units.

Up to **4 elective units** may be selected from the remaining elective units or from other qualifications, at the same qualification level or one level higher, in this Training Package or any other endorsed Training Package or accredited course.

Elective units must be relevant to the qualification level, job role, work outcome and industry requirements. Unit selection is by negotiation and mutual agreement between the employee, employer and the RTO and is based on enterprise and individual needs.

Core Units

BSBSUS301A Implement and monitor environmentally sustainable work practices

ICPSU216C Inspect quality against required standards

ICPSU260C Maintain a safe work environment

ICPSU262C Communicate in the workplace

Group A Elective Units

BSBMGT402A Implement operational plan

ICPSU345C Purchase materials and schedule deliveries

ICPSU455C Supervise and schedule work of others

ICPSU458C Monitor production workflow

ICPSU464C Provide customer service and education

ICPSU553C Prepare production costing estimates

Group B Elective Units

ICPKN311C Apply knowledge of the graphic pre-press sector

ICPKN312C Apply knowledge of printing machining

ICPKN313C Apply knowledge and requirements of the converting, binding and finishing sector

ICPKN314C Apply knowledge and requirements of the screen printing sector

ICPKN315C Apply knowledge and requirements of the multimedia sector

ICPKN316C Apply knowledge and requirements of paper and printing processes

ICPKN317C Apply knowledge and requirements of the ink manufacturing sector

ICPKN318C Apply knowledge and requirements of mail house operations

ICPKN319C Apply knowledge and processes of converting paper-based products
ICPKN320C Apply knowledge and requirements of information technology systems in the printing industry

Group C Elective Units

BSBMKG413A Promote products and services
BSBPRO401A Develop product knowledge
BSBREL401A Establish networks
BSBREL402A Build client relationships and business networks
BSBSLS407B Identify and plan sales prospects
BSBSLS408B Present, secure and support sales solutions
BSBWOR402A Promote team effectiveness
BSBWOR404B Develop work priorities
ICPPP430C Manage colour
ICPPP484C Set up and operate automated workflow
ICPPR491C Use on-press monitoring of print quality
ICPPR492C Use on-press print control devices
ICPPR493C Set up and monitor in-line printing operations
ICPSU458C Monitor production workflow
MSACMC410A Lead change in a manufacturing environment
MSACMT440A Lead 5S in a manufacturing environment
MSAENV472B Implement and monitor environmentally sustainable work practices
MSAPMSUP390A Use structured problem solving tools
TAEASS402B Assess competence
TAEDEL402A Plan, organise and facilitate learning in the workplace