



Australian Government

Department of Education, Employment and Workplace Relations

ICPPP311C Develop a detailed design concept

Revision Number: 1

ICPPP311C Develop a detailed design concept

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to develop a complex graphic design
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Application of the Unit

Application of the unit	<p>The unit applies to operators taking some responsibility for a design brief.</p> <p>This unit outlines the skills required to render a graphic design based on the design brief and to produce a finished complex artwork.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	ICPPP211C Develop a basic design concept.	

Employability Skills Information

Employability skills	This unit contains employability skills.
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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.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Determine brief specifications	1.1. Communicate with the client to confirm the requirements of the brief as required 1.2. <i>Job details</i> are accurately documented according to <i>enterprise policies and procedures</i>
2. Render a graphic design	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. Produce a dummy	3.1. A range of visual interpretations of the brief are made to present options to the client 3.2. Text and <i>images</i> are graphically presented to conform to the grid layout 3.3. Basic imposition is calculated to suit printing and binding <i>processes</i> 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 <i>quality</i> 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 SKILLS AND KNOWLEDGE

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

Required skills

- 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

Required knowledge

- parameters of the job for which this artwork is being prepared
- instruments, materials and computer equipment that will be used in producing this artwork?
- colour used for effect and harmony
- colour composition of white light
- colour wheel elements and the use of the Pantone Matching System
- effect of the selection of a print or electronic output system on the preparation of artwork
- making or revising a layout
- basic design principles that are used in the preparation of layouts
- formatting, size, style and preparation of artwork when using computer equipment for layouts/colour roughs
- a CAD program and its aid in the work of a designer
- OHS concerns that are there when using cameras or computers
- production of bromides using a process camera and contact frame
- describe the diffusion transfer process for producing bromides
- operation of mono laser printers and resolution output
- proportional enlargement and reduction calculations
- process of drawing line, borders and corners using drawing instruments or a

REQUIRED SKILLS AND KNOWLEDGE

- computer or digitiser
- faults on artwork supplied by the client
- effect of colour breakdown and sequence on printing operations and printed jobs
- method used for checking size and scale of reproduction
- matching artwork to customer's specifications as outlined on the job sheet
- methods that do you use for assessing the quality and suitability of externally produced artwork
- problems that can be caused by using sub-standard and unsuitable artwork

Evidence Guide

EVIDENCE GUIDE	
<p>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.</p>	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>Evidence of the ability to:</p> <ul style="list-style-type: none"> 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	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> 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	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.</p>

Range Statement

RANGE STATEMENT	
<p>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.</p>	
<i>Job details</i> may include:	<ul style="list-style-type: none"> include the number of colours, the media of the final product, the purpose of the design, materials.
<i>Enterprise policies and procedures</i> may include:	<ul style="list-style-type: none"> tasks must be performed according to enterprise procedures.
<i>Images</i> may include:	<ul style="list-style-type: none"> photographs, illustrations, format graphics, text.
<i>Complexity of process</i> may include:	<ul style="list-style-type: none"> artwork is complex and may involve numerous elements.
<i>Quality standards</i> may include:	<ul style="list-style-type: none"> should meet client requirements and enterprise and industry standards.

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Pre-press
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Co-requisite units

Co-requisite units		