ICPPP423C Apply colour to design brief

Revision Number: 1

ICPPP423C Apply colour to design brief

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to effectively apply colour to enhance artwork and to meet the requirements of a design brief.

Application of the Unit

Application of the unit	This unit requires the individual to apply colour to enhance a design and meet the requirements of a design brief. This unit covers the application of colour to a design.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

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 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. Prepare colour options	1.1. **Colour requirements** of the brief are identified and clarified if necessary 1.2. The effectiveness of different **colour schemes** used previously by self and others are compared to influence current artwork 1.3. **Colour tools** are used to inform choice of colours 1.4. Overall colour composition is developed taking into account **target audience**, **balance** and relationships
2. Apply colour to artwork	2.1. Colours are applied to the artwork according to specifications of the brief 2.2. Colour and objects are appraised to ensure overall balance and emphasis and adjustments made as required 2.3. Any halftones are matched with similar colours according to specifications of the brief 2.4. Overall artwork is appraised to ensure best possible colour options are used given the brief and other elements of the artwork and changes are made if necessary 2.5. Artwork samples that effectively meet the brief are produced 2.6. Artwork is saved and prepared for presentation to client

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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 applying colour effectively to the design brief
- collecting, analysing and organising information by considering previous colour schemes used by self or others
- planning and organising activities by preparing colour options prior to applying colour to artwork
- teamwork when maintaining the production process in association with others
- mathematical ideas and techniques by appraising overall artwork to ensure best possible colour options are used
- problem-solving skills by identifying the effectiveness of different colour schemes
- use of technology by using the relevant hardware and software to effectively apply colour

Required knowledge

- reducing colour for compression
- market segmentation responses to colour
- colour attributes
- browser safe colours
- colour models

Evidence Guide

EVIDENCE GUIDE	
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.	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the ability to: • producing artwork with a sophisticated use of colour that demonstrates a fundamental understanding of colour theory • demonstrate an ability to find and use information relevant to the task from a variety of information sources • for valid and reliable assessment of this unit, evidence should be gathered over a period of time through a range of methods for assessment to indicate consistent performance • evidence for assessment may be gathered from assessment of the unit of competency alone and/or through an integrated assessment activity.
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 • relevant hardware and software.
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.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

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Range Statement

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. 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.	
Colour requirements may include:	• object colour balance, colour contrast, browser safe colours, RGB Spectrum, process colour, spot colour.
Colour schemes may include:	• colour grading, colour scales, colour attributes in hue, chroma, value.
Colour tools may include:	• colour Hex charts, colour wheels, colour swatches, Sixteen Predefined Colours, PANTONE.
Target audience may include:	• consumer preferences, corporate identity, mood, age group or gender appeal, social connotations of colour.
Balance may include:	• optical centre, colour relationships, composition balance, colour/object balance.

Unit Sector(s)

Unit sector	

Competency field

Competency field	Pre-press

Co-requisite units

Co-requisite units		

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Co-requisite units		