



Australian Government

Department of Education, Employment and Workplace Relations

LMFID6009A Produce digital presentations for commercial projects

Revision Number: 1

LMFID6009A Produce digital presentations for commercial projects

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit specifies the outcomes required to prepare, produce and present commercial project digital presentations for the promotion and marketing of design services, for the solution of interior decoration and design projects and in accordance with project briefs.
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Application of the Unit

Application of the unit	<p>This unit supports the attainment of skills and knowledge required for competent workplace performance in interior decoration and design operations of all sizes. Production of digital presentations for commercial projects applies to a retail, consulting or design and decoration studio environment and involves application of skills and knowledge at a managerial level. These skills and knowledge are to be used within the scope of the person's job and authority.</p> <p>This unit covers employability skills in communication, planning and organising and problem solving in order to determine presentation techniques and develop resources to promote design ideas. Technology is used to support presentation development. Self management and learning skills are applied to assess and reflect on own presentation skills and identify areas for improvement.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		
	<i>LMFID5014A</i>	<i>Use CAD applications to complete models and documentation for interior design projects</i>

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. Assess project presentation requirements	<p>1.1. Applicable OHS, legislative and organisational requirements relevant to producing digital presentations for commercial projects are verified and complied with</p> <p>1.2. Project brief is reviewed and clarified with client to determine presentation requirements</p> <p>1.3. Parameters for the project are assessed and confirmed</p> <p>1.4. Resources are selected appropriate to work requirements and checked for operational effectiveness</p> <p>1.5. Communication with others is established and maintained</p>
2. Prepare for digital presentation	<p>2.1. Space is measured to obtain all dimensions and specifications</p> <p>2.2. Placement of products and accessories are examined and planned together with application of finishes</p> <p>2.3. Spatial organisation of the area is assessed and planned in accordance with intended use</p> <p>2.4. Options for digital presentation solutions are explored</p> <p>2.5. Concept presentation is prepared and discussion of ideas and themes negotiated with client and other stakeholders</p>
3. Produce digital presentation	<p>3.1. Digital presentation options are assessed and compared</p> <p>3.2. Project specific digital methodologies are developed</p> <p>3.3. Personal or business promotional strategies are developed</p> <p>3.4. Electronic business files and financial tools are managed and used to assist in the development of the presentation</p> <p>3.5. Final digital presentation is produced and finalised in readiness for the client demonstration</p>
4. Present digital demonstration	<p>4.1. Presentation methodology is developed and prepared</p> <p>4.2. Digital strategies are presented to the client, selling the attributes of the design solution</p> <p>4.3. Sketches, perspective drawings, axonometrics and schedules are electronically presented to support the</p>

ELEMENT	PERFORMANCE CRITERIA
	<p>presentation</p> <p>4.4. <i>Materials</i> and product <i>schedules</i> are produced and included in the developed <i>design statement</i> and digital presentation</p> <p>4.5. <i>Floor plan</i> and <i>elevations</i> are produced to portray placement of products and specify finishes using <i>rendering</i> techniques and portrayed digitally</p> <p>4.6. Presentation of digital information is supported using <i>colour boards</i> and <i>working drawings</i></p>

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- applying principles and elements of design
- communicating design concepts
- documenting and transferring information
- reading, interpreting and following information on work specifications, standard operating procedures and work instructions, and other reference material
- maintaining accurate records
- communicating within the workplace
- drawing and developing presentation material using manual and computer based techniques
- sequencing operations
- meeting specifications
- clarifying and checking task related information
- carrying out work according to OHS practices

Required knowledge

- State or Territory OHS legislation, regulations, standards and codes of practice relevant to the full range of processes for producing digital presentations for commercial projects
- organisational and site standards, requirements, policies and procedures for producing digital presentations for commercial projects
- elements and principles of design
- creativity and artistic relevance
- ergonomics, anthropometrics, proxemics and aesthetic values
- types of equipment and procedures for their safe use, operation and maintenance
- characteristics of materials, products and defects
- computer programs
- design themes and design development
- colours, furnishings and decorations
- digital presentation development and use
- procedures for the recording, reporting and maintenance of workplace records and information
- appropriate mathematical procedures for estimation and measurement
- environmental protection requirements
- established communication channels and protocols
- problem identification and resolution

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	<ul style="list-style-type: none"> • Effectively produce a digital presentation for a commercial property, planning at least two spaces, to digitally provide the client with cost effective options which inform the project brief development • Effectively apply design elements and principles in producing digital presentations for commercial projects • Comply with legislation, regulations, standards, codes of practice and established safe practices and procedures for producing digital presentations for commercial projects • Communicate effectively and work safely with others in the work area
Context of and specific resources for assessment	<ul style="list-style-type: none"> • The application of competency is to be assessed in the workplace or realistically simulated workplace • Assessment is to occur under standard and authorised work practices, safety requirements and environmental constraints • Assessment of essential underpinning knowledge, other than confirmatory questions, will usually be conducted in an off-site context • Assessment is to comply with relevant regulatory or Australian Standards requirements • The following resources should be made available: <ul style="list-style-type: none"> • workplace location or simulated workplace • materials and equipment relevant to producing digital presentations for commercial projects • specifications and work instructions
Method of assessment	<ul style="list-style-type: none"> • Assessment must satisfy the endorsed assessment guidelines of the Furnishing Industry Training Package • Assessment methods must confirm consistency and accuracy of performance (over time and in a range of workplace relevant contexts) together with application of underpinning knowledge • Assessment methods must be by direct observation of

EVIDENCE GUIDE	
	<p>tasks and include questioning on underpinning knowledge to ensure its correct interpretation and application</p> <ul style="list-style-type: none">• Assessment may be applied under project related conditions (real or simulated) and require evidence of process• Assessment must confirm a reasonable inference that competency is able not only to be satisfied under the particular circumstance, but is able to be transferred to other circumstances• Assessment may be in conjunction with assessment of other units of competency
Guidance information for assessment	

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.

OHS requirements

- are to be in accordance with Commonwealth, State or Territory legislation and regulations, organisational safety policies and procedures. Requirements may include but not be limited to the use of personal protective equipment and clothing, fire fighting equipment, first aid equipment, hazard and risk control and elimination of hazardous materials and substances, manual handling including lifting and carrying

Legislative requirements

- are to be in accordance with applicable legislation from all levels of government that affect organisational operation. Requirements may include but not be limited to award and enterprise agreements, industrial relations, Australian Standards, confidentiality and privacy, OHS, the environment, equal opportunity, anti-discrimination, relevant industry codes of practice, duty of care and heritage

Organisational requirements

- may include but not be limited to legal, organisational and site guidelines, policies and procedures relating to own role and responsibility, quality assurance, procedural manuals, quality and continuous improvement processes and standards, OHS, emergency and evacuation, ethical standards, recording and reporting, access and equity principles and practices, equipment use, maintenance and storage, environmental management (waste disposal, recycling and re-use guidelines)

Project brief

- may include but not be limited to client needs and objectives, client aims and objectives and criteria for evaluation, milestones, organisational or personal profiles and aims, image requirements and function, target

RANGE STATEMENT	
	market, budget, timeline, consultation requirements and colour requirements
Client	<ul style="list-style-type: none"> may include but not be limited to suppliers, manufacturers, private clients, colleagues, retailers or the public
Parameters	<ul style="list-style-type: none"> may include but not be limited to scope of brief, approval to make changes (legislative and planning), effect or feel trying to be achieved, functionality (short and long term), budget restrictions and established timelines
Resources	<ul style="list-style-type: none"> may include but not be limited to computers, computer software, design software, computer aided drafting (CAD) software, colour boards, storyboards, swatches, Pantone Matching System (PMS), journals (directions magazines), artistic equipment and products and model making equipment
Communication	<ul style="list-style-type: none"> may include but not be limited to verbal and non-verbal language, constructive feedback, active listening, questioning to clarify and confirm understanding, use of positive, confident and cooperative language, use of language and concepts appropriate to individual social and cultural differences, control of tone of voice and body language
Space	<ul style="list-style-type: none"> may include but not be limited to commercial spaces, rooms such as meeting rooms, offices, work areas, media rooms, entertainment areas, halls, foyers, lunch or break areas, workstations and ancillary areas
Specifications	<ul style="list-style-type: none"> may include but not be limited to the measurements, procedures by which a product is constructed and materials to be utilised
Products	<ul style="list-style-type: none"> may include but not be limited to furniture, soft furnishings, floor treatments, curtain treatments, built in cabinetry or fittings, light fittings, lamps, picture framing, tapware, kitchen fittings such as stoves, sinks, hotplates, extractors, scales, fridges, dishwashers, coffee machines, hand basins, shower parts, toilets, bidets, toilet fittings, bathroom fittings, connection points, switches, circuits, hot water systems, residual current detectors (safety switches), lights, fans, down

RANGE STATEMENT	
	lights, halogen lights, power outlets, powerboards, television points, phone points, internet connections, automated systems, standard wiring systems and personal computer integrated bases (data and power)
Accessories	<ul style="list-style-type: none"> may include but not be limited to trinkets, ceramics, trays, vases, carvings, baskets, pots, plants, candles, clocks, silverware, mirrors, frames, screens, floral displays, haberdashery, glassware, fireplace items, gifts, hand crafts, water features, photographs, pottery, office items, statues, book ends, bowls and bottles
Finishes	<ul style="list-style-type: none"> may include but not be limited to paints, waxes, lacquers, stains, pigments, oils, plastic coatings, veneers, ceramics, stone, glass, textiles and other textures
Spatial organisation	<ul style="list-style-type: none"> may include but not be limited to studying the positioning of elements, traffic flow and suitability of layout for the intended use of the area
Digital presentations	<ul style="list-style-type: none"> may include but not be limited to presentation boards, portfolios, photography, overhead projectors, data projectors, video and other forms of multimedia, it may also include PowerPoint presentations, CAD demonstrations, written presentations and other scenarios utilising different software applications
Themes	<ul style="list-style-type: none"> may include but not be limited to variations of colour ways (based on directions media), furnishing trends and decoration trends
Project specific digital methodologies	<ul style="list-style-type: none"> may include but not be limited to electronic walk throughs, product or technique slide shows, virtual galleries for the presentation of ideas and concepts and project specific details and specifications presented digitally
Personal or business promotional strategies	<ul style="list-style-type: none"> may include but not be limited to websites, blogs, virtual galleries, e-portfolios and other profile raising techniques
Electronic business files and financial tools	<ul style="list-style-type: none"> may include but not be limited to conventional computer based software (word processing, databases and spreadsheets), desktop publishing applications and electronic pricing

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	and quoting systems
Presentation methodology	<ul style="list-style-type: none"> may include but not be limited to a strategic business case for selecting the digital strategy presented, a visual presentation and prepared script to accompany the presentation
Sketches	<ul style="list-style-type: none"> may include but not be limited to hand drawn images or ideation drawings completed freehand
Perspective	<ul style="list-style-type: none"> may include perspective drawing techniques including one, two and three point perspective to demonstrate eye lines and balance
Axonometrics	<ul style="list-style-type: none"> may include a method of drawing in which vertical lines are drawn to scale from an accurate plan which has usually been turned through 45°. Very useful for revealing the construction and the interiors of buildings. Axonometrics can appear somewhat distorted but measurements can be taken from them
Materials	<ul style="list-style-type: none"> may include but not be limited to solid timber (native and imported), manufactured timber products, plastic, metal, alloys, stones, glass, textiles, fibreglass, foam, cardboard, paper products or any other manipulable substance
Schedules	<ul style="list-style-type: none"> may include but not be limited to detailed descriptions of which materials, products, finishes and accessories will be selected and how they will be applied
Design statement	<ul style="list-style-type: none"> may include but not be limited to a statement which should demonstrate how good design has been taken into account in drawing up the development proposals. Its purpose is to improve the design of all new development. It should include a site analysis, set out the design principles and produce design solutions
Floor plan	<ul style="list-style-type: none"> may include but not be limited to a graphical representation in drawing form of the plans that represent how rooms or spaces are linked together in building plans
Elevations	<ul style="list-style-type: none"> may include but not be limited to the various views of a design including front view, rear view, side views, plan view and cut through views

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Rendering	<ul style="list-style-type: none"> may include but not be limited to the pictorial representation of plans and elevations using colours, highlighting and shading to provide depth and photo-like drawings
Colour boards	<ul style="list-style-type: none"> may include but not be limited to a presentation on board displaying the colour usage and coordination with surface finishes, materials and textiles used throughout the project
Working drawings	<ul style="list-style-type: none"> may include but not be limited to drafted technical drawings or drawings produced on computer using CAD software packages. These usually contain project specifications

Unit Sector(s)

Unit sector	Interior decoration and design.
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Competency field

Competency field	
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Co-requisite units

Co-requisite units		