



Australian Government

Department of Education, Employment and Workplace Relations

LMTFD4005B Communicate and sell design concepts

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor This unit covers the skills and knowledge to use design tools such as story boards and inspiration boards to communicate and sell design concepts to other fashion industry professionals.

Application of the Unit

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The unit applies to the identification of the elements and principles of design, and how they impact on the process of producing fashion items. It includes impact of colour on the design process in a production environment.

This unit applies to work in a production environment where design decisions impact on the work and where design concepts must be communicated to other fashion industry professionals with a view to gaining agreement for further development.

Work is supervised and may be conducted in small to large scale enterprises and may involve individual and team-related activities.

The application of this unit is according to OHS practices of the enterprise and workplace practices, which may include:

- requirements prescribed by legislation, awards agreements and conditions of employment
- standard operating procedures
- work instructions
- oral, written and visual communication
- quality practices, including responsibility for maintenance of own work quality and contribution to quality improvement of team or section output
- housekeeping
- tasks related to environmental protection, waste disposal, pollution control, and recycling

This unit requires communication skills in order to interpret and document information relating to design and to express ideas to others. Planning and organising and problem solving skills, with initiative and enterprise are applied in the preparation of design tools to support communication and selling activity. Self management and learning skills are used to gather and apply feedback about design concepts.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisites

Employability Skills Information

Employability Skills This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Interpret design brief	<p>1.1 Key requirements for design concept are identified according to OHS practices.</p> <p>1.2 Impact of target market on design process is identified.</p>
2 Develop inspiration board	<p>2.1 Sources of design ideas are identified.</p> <p>2.2 Principles of design are applied to inspirational development.</p> <p>2.3 Inspirational items are collected and collated for presentation.</p> <p>2.4 Inspiration board is developed to communicate sources of inspiration.</p> <p>2.5 Inspiration board is reviewed against design brief.</p>
3 Develop story board to meet design brief	<p>3.1 Key elements of storyboard are identified.</p> <p>3.2 Garment concepts are developed based on design brief and inspiration board.</p> <p>3.3 Suitable fabrics and colour palette are selected.</p> <p>3.4 Storyboard is produced to reflect design brief.</p>
4 Present design tools	<p>4.1 Design tools are used to communicate concepts based on design brief.</p> <p>4.2 Feedback is sought on design concepts and modifications made as required.</p>
5 Sell design concepts	<p>5.1 Interests of fashion industry professionals are identified and made central to promotion of ideas and concepts.</p> <p>5.2 Benefits and features of design concepts are explained and promoted.</p> <p>5.3 Design concepts are linked to design brief.</p> <p>5.4 Presentation skills are used to sell design concepts.</p> <p>5.5 Feedback and questions are invited and responded to appropriately.</p> <p>5.6 Commitment to design concept or further development is sought and confirmed as appropriate.</p>

Required Skills and Knowledge

This describes the essential skills and knowledge and their level, required for this unit.

Demonstrates knowledge of:

- principles and elements of design
- fibres and fabrics
- sequence of operations
- goals and aspirations of clients or target groups
- role of design features and benefits
- OHS practices, including hazard identification and control measures
- quality practices
- workplace practices
- recording and reporting practices

Demonstrates skills to:

- draw designs
- make presentations
- source information
- read, interpret and follow information on work specifications, standard operating procedures and work instructions, and other reference material
- maintain accurate records
- communicate within the workplace
- sequence operations
- meet specifications
- clarify and check task-related information
- carry out work according to OHS practices

Evidence Guide

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

Critical aspects of evidence	Demonstrates skills and knowledge to: <ul style="list-style-type: none">• complete inspiration and storyboards• apply design principles• communicate design concepts• interpret and respond to a design brief• sell features and benefits of design concepts• use presentation skills• apply all quality criteria• convey all necessary information• apply OHS practices in work operations• maintain accurate records
Consistency in performance	Consistently applies skills and knowledge when: <ul style="list-style-type: none">• organising work• completing tasks• identifying improvements• using workplace practices• using OHS practices• recording and reporting accidents and incidents• assessing operational readiness of equipment used and work processes• recognising and adapting to cultural differences in the workplace, including modes of behaviour and interactions• completing work systematically with attention to detail without damage to goods and equipment
Resource implications	Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices.
Context for assessment	Assessment may occur on the job or in an appropriately simulated environment.
Interdependent assessment	This unit may be assessed independently or in combination with other relevant units.

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. Add any 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.

Legislative/regulatory requirements All work must comply with relevant Federal and State or Territory legislative or regulatory requirements.

OHS practices OHS practices must include hazard identification and control, risk assessment and implementation of risk reduction measures specific to the tasks described by this unit and may include:

- manual handling techniques
- standard operating procedures
- personal protective equipment
- safe materials handling
- taking of rest breaks
- ergonomic arrangement of workplaces
- following marked walkways
- safe storage of equipment
- housekeeping
- reporting accidents and incidents
- other OHS practices relevant to the job and enterprise

Key requirements may include:

- budget
- type of garment
- style requirements
- target market

Principles of design may include:

- repetition
- gradation
- rhythm
- radiation
- harmony
- contrast
- dominance
- proportion
- balance
- unity

Key elements may include:

- fabrics
- colours
- sketches

- shapes
 - textures
- Interests may include:
- appealing to target market
 - price range
 - market position
 - construction strategies
 - promotion opportunities
 - themes
 - corporate goals
 - timing
 - international fashion influences
 - use in mass media
- Fashion industry professionals may include:
- senior designers and patternmakers
 - clients
 - management
 - buyers
 - media
- Presentation skills may include:
- effective verbal and non-verbal communication
 - active listening
 - use of appropriate communication tools
 - positive language
 - clear statement of main points
 - interpersonal communication skills

Unit Sector(s)

Sector Fashion Design and Technology