



**Australian Government**

# **MSFID3002 Style a retail display**

**Release: 1**

# MSFID3002 Style a retail display

## Modification History

Release 1 - New unit of competency

## Application

This unit of competency covers styling a display to present and sell concepts and ideas in a retail or wholesale sales environment.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

## Pre-requisite Unit

## Competency Field

## Unit Sector

Interior Decoration and Design

## Elements and Performance Criteria

Elements describe the essential outcomes.

Performance criteria describe the performance needed to demonstrate achievement of the element.

1	Prepare for display	1.1	Applicable work health and safety (WHS), legislative and organisational requirements relevant to styling a retail display are verified and complied with
		1.2	Project brief is reviewed and confirmed with client to identify display requirements
		1.3	Parameters for the display are assessed and confirmed
		1.4	Resources are selected appropriate to work requirements and checked for operational effectiveness
		1.5	Communication with others is established and maintained
2	Plan and design display	2.1	Market needs are evaluated and a display brief developed that capitalises on current trends
		2.2	Display dimensions are measured and needs of the display space assessed

- 2.3 Sketches and drawings are prepared to illustrate the display
  - 2.4 Plan layout is prepared
  - 2.5 Theme is selected and alternative options provided
  - 2.6 Supplies, products and finishes necessary to complete the project are sourced and costed
  - 2.7 Materials and processes are specified
  - 2.8 Costing and timelines are compiled and developed
- 3 Style display
- 3.1 Final selection of products and finishes is coordinated
  - 3.2 Arrangement is resolved to meet client needs and display brief
  - 3.3 Trims and hardware are selected and coordinated with the products or finishes
  - 3.4 Graphics and text style for signage are selected and applied

## Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency. Detail on appropriate performance levels for each furnishing unit of competency in reading, writing, oral communication and numeracy utilising the Australian Core Skills Framework (ACSF) are provided in the Furnishing Training Package Implementation Guide.

## Range of Conditions

Specifies different work environments and conditions that may affect performance. Essential operating conditions that may be present (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) are included. Range is restricted to essential operating conditions and any other variables essential to the work environment.

- Unit context includes:**
- work health and safety (WHS) requirements, including legislation, building codes, material safety management systems, hazardous and dangerous goods codes, and local safe operating procedures or equivalent
  - work is carried out in accordance with legislative

obligations, environmental legislation, relevant health regulations, manual handling procedures, Liveable and Accessible Housing Design guidelines, and organisation insurance requirements

- work requires individuals to demonstrate some discretion, judgement and problem solving
- Scope of brief includes:**
- aims
  - objectives
  - milestones for the project
  - organisational or personal profiles
  - target audience
  - budget
  - timeline
  - consultation requirements
  - colour requirements
  - image requirements
  - function
- Clients include:**
- suppliers
  - manufacturers
  - private clients
  - colleagues
  - retailers
  - the public
- Parameters include:**
- scope of brief
  - approval to make changes (legislative and planning)
  - effect or feel trying to be achieved
  - functionality (short and long term)
  - budget restrictions
  - established timelines
- Resources include:**
- computers
  - computer software
  - design software
  - computer-aided design (CAD) software
  - colour boards
  - storyboards
  - swatches
  - Pantone Matching System (PMS)
  - journals (directions magazines)
  - artistic equipment and products
  - model making equipment
- Displays include:**
- an effective display of a simulated and designed space to sell and promote ideas, concepts, trends, products and

- decorations associated with the outlet
- Sketches and drawings include:**
- hand drawn images or ideation drawings completed freehand
  - drafted technical drawings
  - drawings produced on computer using CAD software packages (these usually contain project specifications)
- Layout includes:**
- the plan of how a room will be designed and decorated showing the placement of design elements and decorative features
- Themes include:**
- variations of colour ways (based on directions media), furnishing trends and decoration trends
- Supplies include:**
- paints
  - furnishings
  - decorations
  - other internal fit-out products
- Products include:**
- furniture
  - soft furnishings
  - floor treatments
  - curtain treatments
  - built-in cabinetry or fittings
  - light fittings
  - lamps
  - picture framing
  - tapware
  - laundry fittings
  - bathroom fittings
  - toilet fittings
  - kitchen fittings
- Finishes include:**
- paints
  - waxes
  - lacquers
  - stains
  - pigments
  - oils
  - plastic coatings
  - veneers
  - ceramics
  - stone
  - glass
  - textiles
  - other textures

- Materials include:**
- solid timber (native and imported)
  - manufactured timber products
  - plastic
  - metal
  - alloys
  - stone
  - glass
  - textiles
  - fibreglass
  - foam
  - cardboard
  - paper products
  - any other manipulable substance
- Costing include:**
- the cost of products and materials used during completion of the project, labour and overhead expenses
- Timelines include:**
- the agreed project time span set and agreed for the project
- Trims and hardware include:**
- haberdashery
  - cabinet hardware, such as knobs and handles
  - light fittings
  - rugs
  - tie backs
  - curtain rods

## Unit Mapping Information

Supersedes and is equivalent to LMFID3005A Style a retail display.

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=0601ab95-583a-4e93-b2d4-cfb27b03ed73>