![Australian Government](Australian Government logo)

MSFID6005 Design for retail interiors

Release: 1

MSFID6005 Design for retail interiors

Modification History

Release 1 - New unit of competency

Application

This unit of competency covers applying researched information to formulate creative and complex interior design solutions to retail environments, such as large department stores or supermarkets, satisfying the physiological, psychological, social, cultural and environmental requirements of the brief.

Licensing, legislative or certification requirements may apply to this unit and relevant state/territory and local government agencies should be consulted to determine any necessary certification or licensing for undertaking interior decoration and design work. Access to construction sites requires certification of general induction training specified by the *National Code of Practice for Induction for Construction Work* (ASCC 2007).

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 Analyse the project brief	1.1 Applicable work health and safety (WHS), legislative and organisational requirements relevant to designing for retail environments are verified and complied with
	1.2 Project brief is reviewed, confirmed and clarified with client
	1.3 Key requirements for the project are assessed and confirmed and constraints determined
	1.4 Resources are selected appropriate to work requirements and checked for operational effectiveness

		1.5	Communication with others in the design project is established and maintained
		1.6	Relevant research is conducted to gain all information which may be used to inform the design process
		1.7	All required information is accessed and interpreted to inform the design process
2	Conduct project research	2.1	Site analysis is conducted to assess the requirements of the spaces requiring work
		2.2	Intended function of the space is ascertained from the client
		2.3	Contextual information relating to the brief is researched and evaluated
		2.4	Functional and planning issues are determined specific to the site and client requirements
		2.5	Issues relating to the retail environment are identified and their implications for the design project determined
		2.6	Research material is organised and presented in the form of a design proposal
		2.7	Project is planned to make effective use of time and available resources
3	Develop design concepts	3.1	Multiple ideas and concepts are generated in a creative and diverse manner that is sympathetic to the design brief
		3.2	Concepts are presented through sketches, mood boards, concept boards and concept models
		3.3	Viability of concepts are assessed in conjunction with others
		3.4	Environmental aspects of the project are assessed and design concepts reviewed to ensure maximum energy efficiency is achieved in solution
		3.5	Access issues relating the project are identified and addressed in design solution
4	Design the space	4.1	Ideas are translated into 3-D space satisfying functional criteria
		4.2	Evidence of 3-D notions are explored through modelling

		4.3	Idea with the greatest potential for success is presented to promote the design's acceptance using both 2-D and 3-D representations
		4.4	Client feedback is sought, amendments are agreed to and recorded, and ideas are revised and refined
		4.5	A materials palette is selected to enhance spatial ideas
		4.6	Design is modified in response to critical feedback without losing integrity of the design intention
5	Revise and refine solution	5.1	Ergonomic and anthropometric principles are assessed in respect to the space and the intended products
		5.2	Spatial planning is further revised and resolved in response to client feedback
		5.3	Materials, colours, finishes, fixtures and fittings are selected appropriate to the concept and brief parameters
		5.4	Feedback is received through consultation with the client and incorporated into design solution
6	Prepare a fully rendered client presentation	6.1	Resource requirements are identified for presentation
		6.2	Final design solution is communicated effectively and creatively using a range of techniques and media
		6.3	Documentation drawings and material selections are prepared that are consistent with, and that best communicate, the design intent
		6.4	Work is completed to plan and within brief constraints
		6.5	Client feedback and response is analysed to determine success in achieving client satisfaction
		6.6	Own performance in the design process is examined to identify strengths and weaknesses
		6.7	Areas for improvement are identified

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:	- 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
Retail environments include:	- supermarkets - department stores - specialised chain stores
Project brief includes:	- client needs and objectives - client aims and objectives, and criteria for evaluation - milestones - organisational or personal profiles and aims - image requirements and function - target market - budget - timeline - consultation requirements - colour requirements
Clients include:	- suppliers - manufacturers - private clients - retailers
Resources include:	- computers - computer software - design software - computer-aided design (CAD) software - colour boards - storyboards - swatches - product based colour systems, such as Munsell or similar - colour matching system, such as Pantone Matching System (PMS)

Relevant research includes:	- journals (directions magazines) - artistic equipment and products - model making equipment - similar products and typologies - materials - social and cultural influences - site analysis - site conditions - functional requirements - commercial or institutional application
Information includes:	- usage requirements - building and service plans - ergonomics - anthropometrics - proxemics - costs - product performance and characteristics - existing conditions
Site analysis includes:	a visit to the site to achieve a feel for the intention of the project brief and how services may be affected by it, identifying constraints of site, and recording information and taking photos
Issues relating to the retail environment include:	- building standards - safety standards - guidelines relating to the specific use such as health standards - guidelines for traffic flow - public use patterns - occupancy rates - size - access - flexibility of structural changes - decision making processes - electricity supply - services available - building conditions - other occupancy - lease conditions - spatial planning issues
Environmental implications include:	how the use of raw materials effects the ecology and environment and how its continued use will effect the area it has been sourced from

	• energy consumption in achieving the material
	• greenhouse gases created
	• waste levels
	• resource utilisation and transport effects
	• what impact will be felt by reducing or stopping material from the source
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
Colours include:	• colour principles
	• psychology
	• fundamentals
	• coordination
	• perception
	• language
	• tonal
	• translucent
	• contrast
	• harmony
	• effects on space
	• formulas
	• colour wheels
Finishes include:	• paints
	• waxes
	• lacquers
	• stains
	• pigments
	• oils
	• plastic coatings
	• veneers
	• ceramics
	• stone

	• glass
	• textiles
	• other textures
Fixtures, fittings and accessories include:	• furniture
	• soft furnishings
	• floor treatments
	• curtain treatments
	• built in cabinetry or fittings
	• light fittings
	• lamps
	• picture framing
	• 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
	• personal items
	• statues
	• book ends
	• bowls
	• bottles
Drawings include:	• hand drawn images or ideation drawings completed freehand
	• drafted technical drawings or drawings produced on

Manufacturing Skills Australia

	computer using CAD software packages
Personal protective equipment includes:	• that prescribed under legislation, regulations and enterprise policies and practices
Information and procedures include:	• work instructions, including plans, drawings and designs
	• workplace procedures relating to reporting and communication
	• manufacturer specifications and operational procedures

Unit Mapping Information

Supersedes and is equivalent to LMFID6005A Design for retail interiors.

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=0601ab95-583a-4e93-b2d4-cfb27b03ed73