



Australian Government

MSTGN4022 Communicate design concepts

Release: 1

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Modification History

Release 1. Unit Code, Title and Application changed. Title simplified. Unit broadened beyond fashion. Elements and Performance Criteria simplified and restructured with Element 1 removed. Content clarified and adjusted to reflect that this unit is about the communication of the concept more than the development of the concept which is found in other units. Foundation Skills field populated. Range of Conditions removed. Assessment Requirements clarified with generic foundation skills statements moved to appropriate section and duplication with Performance Criteria removed. Supersedes and is not equivalent to MSTFD4005 Communicate and sell design concepts and MSTTD4008 Present and promote textile design concepts.

Application

This unit describes the skills and knowledge required to use tools such as storyboards and inspiration boards to communicate design concepts to others. Concepts may be for any type of product.

This unit applies to individuals working in design roles.

No licensing or certification requirements exist at the time of publication. Relevant legislation, industry standards and codes of practice within Australia must be applied.

Competency Field

Generic

Elements and Performance Criteria

Elements	Performance Criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Prepare to communicate design concepts	1.1 Identify and consider how design concept will be communicated during development phase based on requirements of design brief 1.2 Identify target audience and how this influences communication of the concept 1.3 Use principles of design to identify, collect and collate items that may support design concept communication
2. Create design tools to communicate design concepts	2.1 Identify key elements of a storyboard that will best communicate the design concept 2.2 Develop material that communicates sources of inspiration for

Elements	Performance Criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
	design concept 2.3 Create visual and other information that supports effective concept communication
3. Present design concepts	3.1 Use effective presentation skills with design tools to communicate the concept 3.2 Explain and promote benefits and features of design concepts and process 3.3 Seek feedback on design concepts and tools, and make required modifications

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

- Oral communication skills to articulate and explain abstract ideas and engage in discussions about those ideas.

Other foundation skills essential to performance are explicit in the performance criteria of this unit.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet --

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=a203ec5c-de7d-406b-b3e1-8fla9b76e92e>