



Australian Government

**Assessment Requirements for
SIRRMER004 Develop visual
merchandising creative concepts**

Release: 1

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- review a visual merchandising design brief and develop two different visual merchandising concept options that reflect:
 - target audience
 - brand and product objectives
 - commercial objectives
 - resourcing specifications and constraints
 - implementation specifications and constraints
 - use elements and principles of design
- research local and global visual merchandising trends and use findings to inform concept development
- present one of the above concept options using:
 - visual and verbal communication techniques
 - digital and non-digital representations of concept option
- document one finalised visual merchandise creative concept.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- key aspects of legal and ethical considerations as they relate to visual merchandising concept development:
 - copyright
 - intellectual property
- role of a design brief in visual merchandising concept development
- role of an organisational merchandise strategy in visual merchandising concept development
- principles of visual merchandising and their application in visual merchandising concept development
- current visual merchandising trends
- sources of creative influence

- key considerations made in visual merchandising concept development and common types of:
 - objectives
 - specifications
 - constraints
- creative concept development and application of:
 - design processes
 - creative thinking techniques
 - innovative approaches
- scalability and its role in visual merchandising concept development
- techniques to determine commercial and creative feasibility of visual merchandising concepts
- elements and principles of design and their application in visual merchandising:
 - elements of design:
 - texture
 - form
 - colour
 - space
 - line
 - principles of design:
 - harmony
 - rhythm
 - balance
 - dominance
 - scale
 - proportion
 - light
 - contrast
- visual and written techniques for representing visual merchandising creative concepts
- digital and non-digital methods for creating visual representations of design ideas
- presentation techniques for:
 - story-telling
 - increased sensory engagement
 - aiding visualisation
 - communicating concept options:
 - visual
 - verbal
 - communicating to a range of audiences
 - managing feedback and critiquing
 - gaining agreement.

Assessment Conditions

Skills must be demonstrated in a service industries environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- visual merchandising design briefs
- sources of information on current local and global visual merchandising trends
- digital and non-digital tools for creating visual representation of design ideas
- stakeholders with whom the individual can interact. These can be:
 - stakeholders in an industry workplace, or
 - stakeholders who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors, and:

- have worked in a job role for at least two years where they have applied the skills and knowledge within this unit of competency.

Links

Companion Volume Implementation Guides -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>