



**Australian Government**

**Assessment Requirements for  
SIRRMER011 Design and install  
merchandise signage**

**Release: 1**

# Assessment Requirements for SIRRMER011 Design and install merchandise signage

## 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:

- design three of the following types of signage:
  - price signage
  - promotional signage
  - decal signage
  - production information signage
  - directory signage
- design the above signage using the following on at least one occasion:
  - hand drawing
  - digital design software
- prepare a design brief and arrange the external production of one of the above signage types
- use digital and non-digital techniques for the production of one of the above signage types
- install signage on one occasion.

## Knowledge Evidence

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

- role of signage in merchandising:
  - promotional
  - pricing
  - information and communication
- common signage types and formats of signage, both digital and non-digital:
  - purpose
  - benefits
  - limitations
- common signage materials and production methods
- key aspects and considerations of signage design and planning:
  - budget
  - materials

- sizing
- time-frame
- imagery
- quantity
- finishing
- typography and its role in signage:
  - digital typography
  - font styles
  - font sourcing
  - use and applicability of various fonts
- imagery and its role in signage
- digital design and its application in signage production
- print production processes as related to the production of signage:
  - print sizes and formats
  - techniques to achieve efficiencies
  - printing methods
  - print finishes.

## 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:

- organisational style guidelines and standards
- space for signage installation
- signage production supplies:
  - materials
  - design tools:
    - digital
    - non-digital.

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>