



Australian Government

SIRRMER021 Design and construct visual merchandising display element

Release: 1

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Modification History

No equivalent unit.

Application

This unit describes the performance outcomes, skills and knowledge required to design and produce three-dimensional visual merchandising display elements including objects, props, sets and supports.

This unit applies to senior visual merchandisers and senior stylists working in a diverse range of sectors and business contexts. They operate with independence and within established organisational policies and procedures. They are responsible for making creative and strategic decisions within the scope of their job role.

The skills in this unit must be applied in accordance with Commonwealth and State or Territory legislation, Australian standards and industry codes of practice.

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

Pre-requisite Unit

Nil

Competency Field

Merchandising

Unit Sector

Retail

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

PERFORMANCE CRITERIA

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

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|---------------------------------|--|
| 1. Analyse display environment. | <ul style="list-style-type: none">1.1. Interpret and analyse design brief to determine design intent and requirements.1.2. Analyse and assess display environment.1.3. Develop creative design concept to meet design brief.1.4. Plan, cost and evaluate legal requirements and commercial viability of display elements and activation.1.5. Document and present design concept for approval. |
| 2. Design display element. | <ul style="list-style-type: none">2.1. Analyse design concept to identify safety hazards and risks, and assess and manage risks.2.2. Use digital and hand drawing techniques to communicate creative development and design intent.2.3. Seek and act on feedback to improve design concept.2.4. Research, evaluate and select construction materials and methods.2.5. Plan display element construction to meet design brief, design space and budget. |
| 3. Construct display element. | <ul style="list-style-type: none">3.1. Interpret and develop technical drawings for display element.3.2. Specify display element space, scale, materials, colour and finish requirements.3.3. Use construction methods to produce display element.3.4. Check and confirm display element meets design specification. |

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Oral communications skills to:	• present design concepts to employers • specify design elements.
Numeracy skills to:	• interpret, use, communicate and record measurement and financial information related to visual merchandising displays and display elements.
Technology skills to:	• access, use and communicate information using digital technology.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

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