



Australian Government

SIRRMER022 Develop and implement creative photographic styling solution

Release: 1

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Modification History

No equivalent unit.

Application

This unit describes the performance outcomes, skills and knowledge required to interpret and creatively respond to a brief to develop and implement a creative photographic styling solution for a brand.

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. Interpret photographic styling requirements. | 1.1. Read and interpret photographic styling brief and budget.
1.2. Consult with stakeholders to clarify brief anomalies and confirm photographic styling intent, target audience and desired outcomes.
1.3. Research, interpret and analyse legal requirements and stakeholder and brand market environment.
1.4. Research, interpret and analyse industry information to identify and reference photographic styling sources and forecast photographic styling trends. |
| 2. Develop creative solution. | 2.1. Develop and draft creative concept in response to design brief.
2.2. Develop and draft photographic styling plan to support implementation of creative concept.
2.3. Communicate creative concept and photographic styling plan to stakeholders and gather feedback.
2.4. Interpret and use feedback to adjust creative concept and photographic styling plan.
2.5. Present creative concept and photographic styling plan to senior executive for approval. |
| 3. Implement photographic styling plan. | 3.1. Brief team members on creative concept and photographic styling plan.
3.2. Allocate photographic styling plan roles and responsibilities to team members.
3.3. Collaborate with project stakeholders to support implementation of photographic styling plan.
3.4. Monitor teamwork to identify and resolve problems.
3.5. Monitor implementation against photographic styling plan and make adjustments to achieve outcomes on time and within budget. |

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:

- adapt communication techniques and styles to meet the needs of others and inspire stakeholders.

- Numeracy skills to:
- read, interpret, use, communicate and document:
 - spatial and measurement information related to photographic styling
 - statistical and financial industry information
 - photographic styling budgets
 - photographic production schedules
 - interpret and communicate industry patterns and trends.
- Problem-solving skills to:
- synthesise information from multiple sources to develop creative concepts.
- Initiative and enterprise skills to:
- build and maintain industry network relationships.
- Planning and organising skills to:
- project manage a photographic styling shoot.
- Technology skills to:
- access, use and communicate information using digital technology
 - design and document photographic spatial plans.

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>