



Australian Government

Department of Education, Employment and Workplace Relations

SIRRMER011A Develop concept visuals

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to effectively communicate with clients by using visual presentations that demonstrate a variety of rendering techniques.

Application of the Unit

Application of the unit

This unit requires the team member to prepare two-dimensional visual portfolios using a broad range of visual merchandising illustrative techniques in response to each project specification, and to prepare and make written and verbal supporting presentations and reports where relevant. Subject to organisational arrangements, frontline visual merchandisers and visual merchandiser supervisors and managers may be responsible for this role.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units

Nil

Employability Skills Information

Employability skills The required outcomes described in this unit contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Research and produce a variety of rendered finishes.	<p>1.1 Select suitable <i>render materials and media</i> to depict the image required by the <i>client</i>.</p> <p>1.2 Produce rendered simulations of plastic, reflections, timber, glass, fabric and stone where relevant to the <i>project specification</i>.</p>
2 Produce design alternative concepts.	<p>2.1 Utilise different drawing techniques to produce drawings that enhance a given product or retail image.</p> <p>2.2 Produce illustrations depicting design alternatives for retail facade refurbishment.</p> <p>2.3 Develop concept visuals for corporate trade shows and exhibitions to meet client brief.</p> <p>2.4 Produce rendered visuals depicting a series of interior and exterior views of specified retail outlets.</p>

ELEMENT**PERFORMANCE CRITERIA**

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|---|--------------------------|-----|--|
| 3 | Present concept visuals. | 3.1 | Present concept visuals in a two-dimensional visual portfolio. |
| | | 3.2 | Make written or verbal presentations in support of a visual portfolio where appropriate. |

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- interpersonal communication skills to:
 - present verbally to client through clear and direct communication
 - share information
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- negotiating design briefs with internal managers or external clients
- written presentation skills
- analysis and interpretation of client specifications
- producing rendered illustrations
- design skills.

The following knowledge must be assessed as part of this unit:

- rendering materials and media
- current retail shop fitting and facade design
- industry concept visual presentation standards.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- a two-dimensional visual portfolio using a broad range of visual merchandising related illustrative techniques in response to each project specification
- written and verbal supporting presentations and reports where relevant.

EVIDENCE GUIDE

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated work environment
- relevant documentation, such as:
 - project specifications
 - information on organisation visual merchandising policy
- information on:
 - client requirements
 - store and corporate image
 - products and services.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in the workplace
- case studies
- third-party reports from a supervisor
- review of a portfolio of concept visuals
- client reports
- answers to questions about specific skills and knowledge
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below.

Render materials and media may include:

- pastels and chalks
- charcoal
- watercolour
- marker pens.

Clients may include:

- managers within the organisation
- external business customers.

Project specification may include:

- design brief
- written instructions and communication, such as:
 - data exchange
 - letters
 - emails
- client feedback.

Unit Sector(s)

Sector Retail

Competency field

Competency field Merchandising

