



Australian Government

Department of Education, Employment and Workplace Relations

SIRRMER019A Present design concepts

Revision Number: 1

SIRRMER019A Present design concepts

Modification History

Not applicable.

Unit Descriptor

Unit descriptor This unit describes the performance outcomes, skills and knowledge required to develop and present rendered concept drawings for given visual merchandising themes.

Application of the Unit

Application of the unit This unit requires the team member to apply knowledge of design elements and principles, retail design trends and issues, and to interpret client briefs and develop and present rendered concept visuals that address visual merchandising themes.

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 | Develop drawings for a given theme. | 1.1 | Present alternative drawings for a given <i>visual merchandising theme</i> to <i>client</i> . |
| | | 1.2 | Collaborate with <i>team members</i> to explore ideas. |
| | | 1.3 | Reflect <i>relevant design principles and elements</i> in finished drawings to demonstrate creative ideas and problem-solving strategies. |
| 2 | Produce colour concept drawings. | 2.1 | Generate colour concept drawings for a wide range of retail applications. |
| | | 2.2 | Apply a suitable drawing system to produce accurate perspective, isometric, axonometric drawings. |
| | | 2.3 | Use cultural or historical associations for a target market and theme. |
| | | 2.4 | Use colour contrast and colour coordination to suit client promotional needs. |

ELEMENT	PERFORMANCE CRITERIA
	2.5 Select suitable fixtures, fittings and finishes to suit client needs and budget.
	2.6 Apply three-dimensional effects, including shadow, highlight and reflection, to enhance presentation.
	2.7 Select and apply <i>rendering medium</i> appropriate to promotional theme or product image.
	2.8 Select and apply lettering, logos, symbols and images to suit corporate image and target market.
	2.9 Present finished artwork professionally mounted with overlay and detailed explanations.
3 Give verbal presentations of design solutions.	3.1 Present ideas and visuals in a clear and logical manner, with a range of solutions that meet client requirements.
	3.2 Offer clear explanations to client questions.
	3.3 Recommend preferred solutions to clients with a clear rationale for the final idea and its suitability.

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 drawings to client
 - collaborate with team members to explore ideas through clear and direct communication
 - ask questions to identify and confirm requirements
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- creative thinking skills
- problem solving
- design application
- manual and computer assisted rendered drawing skills
- illustrative skills
- verbal presentation skills.

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

- elements and principles of design
- 21st century design trends
- contemporary design issues
- copyright and intellectual property issues and legislation, and their impact on design practice
- the psychological and marketable characteristics of colour in visual merchandising.

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.

EVIDENCE GUIDE

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

Evidence of the following is essential:

- demonstrated ability to work individually and in a team to produce colour concept drawings for a wide range of promotional themes and retail solutions
- demonstrated verbal presentation skills in regard to the presentation of design and colour concepts to clients
- answers to questions on retail image design.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated studio drawing environment, including:
 - studio equipment
 - computer-based design and illustration programs
- information on:
 - client requirements
 - store image
 - products and services
 - retail design trends
 - materials.

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
- a simulated retail visual merchandising design project
- third-party reports from a supervisor
- a folio of personally developed designs
- client feedback
- 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.

EVIDENCE GUIDE

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.

Visual merchandising theme may include:

- seasonal events, such as Christmas, Easter, Mother's Day, Father's Day, Valentine's Day, Spring Racing Carnival or Winter Sale
- cultural themes, e.g. Tuscan, Japanese or Mexican
- enterprise specific promotions, such as a birthday sale, lingerie sale, homewares sale or perfume promotion
- specific product promotional events, such as exhibitions.

Clients may include:

- managers within the enterprise
- external business customers.

Team members may include:

- other professional or technical staff.

RANGE STATEMENT

Relevant design principles and elements may include:

- direction
- shape
- positive and negative shape
- size
- tone
- pattern
- harmony
- contrast
- proportion
- rhythm.

Rendering medium may include:

- drawing
- painting
- photographs
- digital output.

Unit Sector(s)

Sector Retail

Competency field

Competency field Merchandising