



Australian Government

Department of Education, Employment and Workplace Relations

SIRRMER020A Create and implement exhibition space

Revision Number: 1

SIRRMER020A Create and implement exhibition space

Modification History

Not applicable.

Unit Descriptor

Unit descriptor This unit describes the performance outcomes, skills and knowledge required to design and implement displays in exhibition spaces.

Application of the Unit

Application of the unit This unit requires the team member to apply knowledge of project planning to negotiate client requirements, assess the specific design requirements of exhibitions, develop sketches and concept drawings, arrange relevant suppliers, and install and bump out exhibition displays.

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 Assess the specific design requirements of exhibitions.	1.1 Interpret and negotiate the <i>client</i> brief. 1.2 Assess the requirements of the exhibition according to the final brief and develop an <i>event checklist</i> .
2 Produce sketches and rendered concept drawings.	2.1 Produce and refine sketches drawings, including rendered perspectives, elevations and in situ illustrations of the exhibition. 2.2 Develop finished plans providing solutions to given briefs via a series of design variations. 2.3 Develop the exhibition proposal, including a detailed report and recommendations. 2.4 Negotiate and adjust the final exhibition design to the satisfaction of the client. 2.5 Develop working construction and detail drawings to match job specifications.

ELEMENT	PERFORMANCE CRITERIA
	2.6 Incorporate <i>safety and risk assessments</i> into all planning.
3 Source audio and lighting suppliers and products.	3.1 Research suppliers and contractors required to fulfil the exhibition design.
	3.2 Brief contractors and suppliers on precise requirements.
	3.3 Coordinate supply of products and services to ensure timely and successful completion of the exhibit.
4 Design, install and bump out display.	4.1 Assess and arrange staffing requirements for each phase according to the designated event checklist.
	4.2 Determine <i>specific operations for installation</i> from construction, packing, transportation, on-site and installation services.
	4.3 Identify strategic objectives and time schedules, and delegate display installation and bump out according to the display plan and designated event checklist.
	4.4 Coordinate bump out of display according to the designated event checklist.

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:
 - negotiate client brief and final design
 - brief contractors and suppliers 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
- planning skills
- team skills
- collaboration and negotiation skills
- design application
- illustrative and model making skills
- verbal presentation skills.

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

- merchandising styles and layouts
- the differences between retail and exhibition merchandising
- venue regulations regarding exhibition merchandising
- national and global trends in exhibition design, product presentation and promotional techniques
- relevant support services and suppliers
- design personnel roles
- space planning, colour and lighting
- the impact of exhibition traffic flow patterns
- presentation standards
- OHS issues and safe handling requirements
- site storage arrangements.

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:

- demonstrated ability to negotiate with an exhibitor and develop alternative designs for exhibition merchandising
- demonstrated ability to work in a team and install and bump out an exhibition display
- consistent application of relevant OHS requirements
- answers to questions on exhibition merchandising.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated work environment
- relevant documentation, such as:
 - legislation and statutory requirements
 - OHS requirements
 - industry codes of practice
 - information and performance data on existing business model and IT infrastructure
- information on:
 - client requirements
 - organisation or product image
 - products and services
 - retail design trends
 - materials.

EVIDENCE GUIDE

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 exhibition 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.

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.

Clients may include:

- internal managers
- external organisations.

RANGE STATEMENT

Event checklist may include:

- exhibitor brief
- venue information
- venue regulations
- merchandise design.
- customer and exhibition profiles
- handling
- loading and transport logistics
- height, weight and other imposed restrictions
- audiovisual, electrics and other services.
- health and safety issues
- safety equipment
- site storage arrangements.

Safety and risk assessments may include:

- different venue safety regulations
- compliance with occupational health and safety regulations/legislation
- industry safety codes of practice
- traffic flow patterns
- size, type ,location, weight and stability of exhibit
- manual/mechanical handling requirements.

Specific operations for installation may include:

- construction
- packing
- transportation
- on-site installation services.

Unit Sector(s)

Sector

Retail

Competency field

Competency field

Merchandising

