



Australian Government

Department of Education, Employment and Workplace Relations

SIRRMER513 Develop concept visuals

Release: 1

SIRRMER513 Develop concept visuals

Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
First Release	This is a revised unit, based on and equivalent to SIRRMER011A Develop concept visuals.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to communicate effectively with clients using two-dimensional (2-D) visual portfolios. Portfolios are prepared using a broad range of visual merchandising illustrative techniques in response to each project specification. The unit also covers preparing and making written and verbal supporting presentations and reports where relevant.

Application of the Unit

This unit applies to frontline visual merchandisers and visual merchandiser supervisors and managers.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Element	Performance Criteria
Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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 <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. Use 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>
3. Present concept visuals.	<p>3.1. Present concept visuals in a 2-D visual portfolio.</p> <p>3.2. Make written or verbal presentations in support of a visual portfolio where appropriate.</p>

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication and interpersonal skills to:
 - negotiate design briefs with internal managers or external clients
 - present verbally to client through clear and direct communication
 - share information
 - use and interpret non-verbal communication
 - use language and concepts appropriate to cultural differences
- literacy skills to prepare written presentations
- technical skills to:
 - analyse and interpret client specifications
 - develop designs
 - produce rendered illustrations

Required knowledge

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

Evidence Guide

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

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

Evidence of the following is essential:

- develops a 2-D visual portfolio using a broad range of visual merchandising related illustrative techniques in response to each project specification
- uses written and verbal supporting presentations and reports where relevant.

Context of and specific resources for assessment

Assessment must ensure access to:

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

Method 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
- 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.

Guidance information for assessment

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

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the individual, accessibility of the item, and local industry and regional contexts) may also be included.

Render materials and media may include:

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

Client may include:

- external business customer
- manager within the organisation.

Project specification may include:

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

Unit Sector(s)

Retail

Competency Field

Merchandising