



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **SIRRMER516 Style merchandise for photography**

**Release: 1**

## SIRRMER516 Style merchandise for photography

### 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 SIRRMER016A Style merchandise for photography.

### Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to apply knowledge of current design trends and principles of design work to source, prepare and arrange props and merchandise for photography, according to promotional briefs.

### Application of the Unit

This unit applies to frontline visual merchandising team members.

### 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. Work effectively as a stylist.	1.1.Perform work with an emphasis on research, planning and forecasting. 1.2.Complete resourcing for photo shoot within prescribed deadlines and to specified budgets. 1.3.Develop and maintain a <i>stylist kit</i> .
2. Collaborate with key creative and production personnel.	2.1.Interpret <i>promotional job brief</i> . 2.2.Communicate effectively with <i>creative and production team members</i> and accept responsibility for own output.
3. Carry out steps in stylist planning.	3.1.Document action plan and critical milestones and complete tasks according to timelines. 3.2.Identify and access a suitable <i>worksite environment</i> .
4. Manage props and merchandise for photographic assignments.	4.1.Source <i>props</i> and <i>merchandise</i> and acquire within set timeframes as required for specific assignments. 4.2.Hire props according to industry procedures where required. 4.3.Develop and maintain a current and ongoing resource file of services and supplies for current and future assignments.
5. Place merchandise and props for photographs.	5.1.Demonstrate the application of design principles to two-dimensional (2-D) and three-dimensional (3-D) work in styled arrangements. 5.2.Select colour and apply technical lighting and camera arrangements to achieve outcomes in promotional brief.

## Required Skills and Knowledge

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

### Required skills

- communication and interpersonal skills to:
  - ask questions to identify and confirm requirements
  - collaborate effectively with team members through clear and direct communication
  - use and interpret non-verbal communication
  - use language and concepts appropriate to cultural differences
  - work in a team
- creative thinking skills to apply design principles to the interpretation of client's brief
- literacy skills to document action plan and maintain an ongoing resource file
- time-management skills to source and obtain props and materials to meet deadlines

### Required knowledge

- application and effects of light on colour in photography
- contemporary design issues and trends relating to styling merchandise
- copyright and intellectual property issues and legislation and their impact on design practice
- photographic techniques and terminology
- psychological and marketable characteristics of colour in visual merchandising
- elements and principles of design

## 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:

- plans and develops:
  - an up-to-date resource file of services and supplies
  - styled photographs
  - project brief and subsequent stylist action plan.

### **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 real or simulated promotional briefs, including studio and on-location shots
- a photographic studio environment and equipment
- relevant computer hardware and software
- props and merchandise.

### **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
- a simulated photographic styling project, including a promotional brief requiring in-studio and on-location shots
- a folio of personally developed styling designs
- client feedback
- answers to questions about specific skills and knowledge on photographic styling
- 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.

- Stylist kit*** may include:
- adhesive gum
  - cotton buds and balls
  - eucalyptus oil
  - general cleaner
  - glass cleaner
  - hammer
  - masking, double-sided and gaffer tape
  - nylon thread
  - pegs and bulldog clips
  - pins
  - pliers
  - retractable knife
  - safety pins and paperclips
  - scissors
  - soft brush and dusting
  - spray bottle
  - tweezers
  - wet wipes
  - white cotton gloves.
- Promotional job brief*** may include:
- verbal, written or diagrammatic instructions from:
    - external business customers
    - managers within the enterprise.
- Creative and production team members*** may include:
- art director
  - management
  - other professional or technical staff
  - photographer
  - teams.
- Worksite environment*** may include:
- relevant computer hardware and software
  - shoot locations
  - studio environment and equipment.
- Props*** may include:
- display fixtures and fittings
  - fabric
  - furniture
  - outside locations

*Merchandise* may include:

- paper and card
- studio scenery.
- books
- confectionery
- cosmetics
- fashion
- fashion accessories
- food and drinks
- homewares.

## **Unit Sector(s)**

Retail

## **Competency Field**

Merchandising