



Australian Government

Department of Education, Employment and Workplace Relations

SIRXMER006A Present products

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 present a variety of products in retail, exhibition and photo styling settings.

Application of the Unit

Application of the unit

This unit requires the team member to apply visual display knowledge, safely maintain and use a simple tool kit, and access and organise relevant materials and equipment to produce a range of displays and product presentations. This role may apply to frontline visual merchandising and sales team members.

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 Maintain and use a display tool kit. | <p>1.1 Maintain a fully stocked display <i>tool kit</i> and tools in working order.</p> <p>1.2 Use tools according to OHS requirements and manufacturer instructions.</p> |
| 2 Produce simple displays. | <p>2.1 Produce product <i>displays</i> to show purposefully designed groupings.</p> <p>2.2 Ensure groupings clearly reflect display form, shape, composition and depth.</p> <p>2.3 Demonstrate design principles of flow, unity, harmony and depth in displays.</p> <p>2.4 Use colour and texture to enhance displays.</p> <p>2.5 Create displays using self-built and commercially supplied risers.</p> <p>2.6 Adhere to workplace safety procedures with regard to the</p> |

ELEMENT**PERFORMANCE CRITERIA**

construction of visual displays.

- | | | |
|---|--|---|
| 3 | Produce and suspend simple styrene shapes and display cards. | 3.1 Styrene cutting, painting and design techniques suitable for multi-purpose displays are applied to industry standard. |
| | | 3.2 Hang styrene shapes and display cards in both horizontal and vertical formats as designated by their design. |
| | | 3.3 Use industry standard pinning and nylon knotting techniques to suspend vertical and horizontal shapes. |
| | | 3.4 Consistently follow relevant OHS procedures. |
| 4 | Produce a range of product presentations. | 4.1 Generate ideas for the display using creative thinking techniques. |
| | | 4.2 Test ideas against display objective and organisational requirements. |
| | | 4.3 Discuss display options with relevant personnel. |
| | | 4.4 Develop product storyline and access merchandise, materials and equipment. |
| | | 4.5 Create effective groupings using suspension and under-staging techniques. |
| | | 4.6 Review and refine display and refinements as required in line with display objective. |
| | | 4.7 Observe safety procedures at all times during construction and placement of display. |

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:

- creative thinking skills
- interpersonal communication skills to:
 - communicate display ideas to others through clear and direct communication
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- effectively displaying merchandise.

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

- display fundamentals
- design principles
- principles of grouping and product placement
- the audience for the display and what the display needs to communicate
- organisational requirements in terms of product display.

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:

- styrene shapes produced and suspended in vertical and horizontal formats
- display cards suspended in vertical and horizontal formats
- visual displays incorporating suspension and under-staging techniques for a range of product categories

EVIDENCE GUIDE

- individual visual displays to demonstrate the effective use of colour and the application of design principles of flow, unity and depth in their composition and grouping
- adherence to safe working practices.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated retail or exhibition work environment.
- relevant documentation, such as:
 - legislation and statutory requirements
 - OHS requirements
 - industry codes of practice
 - store merchandising policies.
- a range of display products and 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 role play
- third-party reports from a supervisor
- a portfolio of visual merchandising presentation ideas and photographs of in situ displays
- Self-produced risers and styrene shapes
- answers to questions about specific skills and knowledge.

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.

Tool kit may include:

- scissors
- hammer
- screwdriver
- screws, nails, etc.
- nylon thread.

Displays may include:

- window display
- promotion
- sale
- new products
- new range
- exhibition display
- display for promotional photography.

RANGE STATEMENT

Merchandise may include:

- food and liquor
- fashion and accessories
- footwear products and services
- jewellery
- hair, beauty and cosmetics products
- electrical products
- furniture products
- soft furnishings, fabrics, manchester and haberdashery
- floor covering products and services
- hardware products and services
- baby and toddler products
- cameras, photographic equipment and services
- computer products and services
- sporting products and services
- toys
- books
- newsagency products and services
- music, audio and video products and services.

Materials and equipment required may include:

- tickets
- labels
- fixtures and fittings
- risers
- styrene
- card.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Merchandising

