



**Australian Government**

# **CPCCSG3001 Design and lay out digital signs for production**

**Release: 1**

# CPCCSG3001 Design and lay out digital signs for production

## Modification History

Release 1.

This version first released with CPC Construction, Plumbing and Services Training Package Version 2.

Revised unit of competency. Replaces superseded equivalent CPCCSI2002A Lay out and design signage and CPCCSI3016A Produce digital signage using advanced software applications.

## Application

This unit of competency specifies the outcomes required to design and lay out signs using industry-recognised design software and to prepare files to be print ready.

The unit supports sign manufacturers who design and modify signs according to client requirements and prepare artwork for a range of diverse outputs, which can include vehicles, posters, billboards and panels.

Sign designs can be simple or complex in nature according to the range of software functionality used and the nature and volume of elements used to design the sign.

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

## Pre-requisite Unit

Nil

## Competency Field

Signs and graphics

## Unit Sector

Construction

## Elements and Performance Criteria

Elements describe the essential outcomes.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the range of conditions.

- |   |                         |     |                                                                                                                                                                 |
|---|-------------------------|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Plan production job.    | 1.1 | <b>Client requirements</b> and <b>visual design elements</b> are discussed, confirmed with client, and applied to planning.                                     |
|   |                         | 1.2 | Use of existing client artwork is identified, and scope and limitations of potential <b>file formats</b> are discussed.                                         |
|   |                         | 1.3 | Style parameters to be applied to sign are discussed and confirmed with client.                                                                                 |
|   |                         | 1.4 | Design timeframe requirements are established, confirmed with client, and applied to planning.                                                                  |
|   |                         |     |                                                                                                                                                                 |
| 2 | Prepare to design sign. | 2.1 | Industry-recognised software appropriate to sign design is selected and set up according to job requirements.                                                   |
|   |                         | 2.2 | New file is created and <b>document parameters</b> are set up appropriate to final sign specifications.                                                         |
|   |                         | 2.3 | Existing digital artwork is imported where required, checked for compatibility with software and output devices, and prepared as appropriate to the task.       |
|   |                         | 2.4 | Image databases are researched and images that meet design brief and stock images are selected and imported in appropriate file formats.                        |
|   |                         | 2.5 | Design templates are selected and imported in appropriate file formats.                                                                                         |
|   |                         |     |                                                                                                                                                                 |
| 3 | Design sign.            | 3.1 | Digital elements of the sign are created according to client requirements.                                                                                      |
|   |                         | 3.2 | Elements are arranged in layers to allow for effective selection and re-arrangement.                                                                            |
|   |                         | 3.3 | Text blocks are created as required, and text is entered, formatted and flowed into document using software functionality and in line with client requirements. |
|   |                         | 3.4 | Graphic elements of sign are selected, positioned and edited using relevant software functionality in line with client requirements.                            |

- |   |                                    |     |                                                                                                                                                              |
|---|------------------------------------|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4 | Produce vector objects and shapes. | 4.1 | Vector objects and shapes are produced with required attributes using relevant software functionality, and manipulated until graphic framework is finalised. |
|   |                                    | 4.2 | Lines and curves are adjusted and edited to fit design specifications.                                                                                       |
|   |                                    | 4.3 | Objects are painted and transposed and strokes and effects are scaled according to the design brief.                                                         |
|   |                                    | 4.4 | Colour and appearance attributes are selected and copied according to client brief.                                                                          |
|   |                                    | 4.5 | Gradients, fills and patterns are used to paint and blend according to client requirements.                                                                  |
| 5 | Edit raster images.                | 5.1 | Images are retouched and colour and tone corrections are adjusted to meet client requirements.                                                               |
|   |                                    | 5.2 | <b>Contouring technique</b> is applied to produce the best result, depending on the image.                                                                   |
|   |                                    | 5.3 | Edited image is saved in appropriate format to allow for importing into other applications and to conform to job specifications.                             |
| 6 | Obtain client approval for design. | 6.1 | Draft sign layout is produced and working file saved in appropriate file format.                                                                             |
|   |                                    | 6.2 | Compressed file is sent to client in appropriate file format for approval.                                                                                   |
|   |                                    | 6.3 | Client feedback is obtained for sign design and sign is reviewed and modified where required according to client feedback.                                   |
|   |                                    | 6.4 | Client sign-off is obtained on final version sign design and sign.                                                                                           |
| 7 | Finalise sign design and layout.   | 7.1 | Approved design layout is produced in appropriate file format and checked to be free of errors.                                                              |
|   |                                    | 7.2 | File resolution is adjusted to suit relevant print outputs.                                                                                                  |

- 7.3 Print ready design layout is produced, saved in appropriate file formats, and stored according to workplace procedures and client requirements.

## Foundation Skills

This section describes the language, literacy, numeracy and employment skills essential to performance in this unit but not explicit in the performance criteria.

| Skill                         | Performance feature                                                                                                                                                                                                                    |
|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Learning skills to:           | <ul style="list-style-type: none"><li>independently search databases and internet to source images appropriate to sign designs</li><li>develop and trial own approaches to designing signs when templates are not available.</li></ul> |
| Numeracy skills to:           | <ul style="list-style-type: none"><li>use and apply software tools to set sign dimensions to the layout of designs.</li></ul>                                                                                                          |
| Oral communication skills to: | <ul style="list-style-type: none"><li>check and confirm requirements with client and other relevant personnel.</li></ul>                                                                                                               |
| Reading skills to:            | <ul style="list-style-type: none"><li>interpret written client feedback on draft designs</li><li>use a range of strategies to proof text in signs.</li></ul>                                                                           |
| Writing skills to:            | <ul style="list-style-type: none"><li>liaise with client, seeking feedback on design layout.</li></ul>                                                                                                                                 |

## Range of Conditions

This section specifies work environments and conditions that may affect performance. Essential operating conditions that may be present (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) are included. Bold italicised wording, if used in the performance criteria, is detailed below.

|                                                 |                                                                                                                                        |
|-------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| <b><i>Client requirements</i></b> must include: | <ul style="list-style-type: none"><li>dimensions of sign</li><li>intended site for sign installation</li><li>purpose of sign</li></ul> |
|-------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|

- type of preferred media in which to produce sign.

**Visual design elements** must include:

- colour
- graphics requirements
- text requirements.

**File formats** must include:

- drawing exchange format (DXF)
- encapsulated post script (EPS)
- portable document format (PDF)
- tagged image file format (TIFF).

**Document parameters** must include:

- colour space
- size of sign design and file.

**Contouring techniques** must include two or more of the following:

- layer masks
- lasso tool
- paths
- quick mask.

## Unit Mapping Information

CPCCSI2002A Lay out and design signage

CPCCSI3016A Produce digital signage using advanced software applications

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=7e15fa6a-68b8-4097-b099-030a5569b1ad>

# Assessment Requirements for CPCCSG3001 Design and lay out digital signs for production

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## Performance Evidence

A person who demonstrates competency in this unit must satisfy all of the elements, performance criteria and foundation skills of this unit, and must design and lay out three different signs each consisting of letters and graphics and a minimum of three different colours, according to the following specifications:

- one sign must be for a standard vehicle door, and use a logo, at least three lines of text, and a standard font
- one sign must manipulate the logo and lettering designed for the standard vehicle door, and lay out the design for a light box panel in landscape measuring minimum 1200 x 2400 mm
- one sign must be for a minimum 1200 x 2400 mm panel in portrait, and use three text blocks each containing at least three lines of text and at least two different images sourced from an image database.

In doing the above work, the person must:

- apply design theory to each sign, using colour effectively to create signs with visual impact
- apply design and layout principles suited to the specified output giving consideration to how each sign will be displayed and the conditions under which each sign will be viewed
- use industry-recognised software to produce the sign design and lay out a print ready file.

## Knowledge Evidence

A person demonstrating competency in this unit must demonstrate knowledge of:

- principles and application of design and layout theory relevant to sign manufacture, including:
  - balance
  - colour and colour harmony
  - contrast

- principles and application of letter legibility relevant to sign manufacture, including:
  - format of text
  - letter spacing
  - letter styles
  - type of font used
- techniques for conveying image concept and meaning of the design through the choice and features of typography
- use of dimensions, symbols, abbreviations and key features of designs for signs
- uses and functionality of industry-recognised software for designing and laying out signs
- types, characteristics, uses and limitations of vector and raster files when designing signs
- Australian and international standards relevant to the design of signs used in public spaces, including:
  - AS 1319 Safety signs for the occupational environment
- terminology used in the design and layout of signs.

## Assessment Conditions

Suitable assessment of performance requires:

- equipment:
  - computer with proprietary design software appropriate to the design and layout of signs
- materials:
  - image database containing a range of stock images
- specifications:
  - client brief detailing specifications for sign
  - AS 1319 Safety signs for the occupational environment
- relationship with client:
  - check and confirm job requirements
- relationships with team members:
  - work may be undertaken alone or in a team
- timeframe:
  - according to job requirements.

### Assessor requirements

As a minimum, assessors must satisfy the assessor requirements in the Standards for Registered Training Organisations (RTOs) current at the time of assessment.

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