



Australian Government

ICPPRP2110 Develop basic design concepts

Release: 1

ICPPRP2110 Develop basic design concepts

Modification History

Release	Comments
Release 1	This version first released with ICP Printing and Graphic Arts Training Package Version 4.0.

Application

This unit describes the skills and knowledge required to produce a basic graphic design concept for a client, from assessment of the brief, to production of roughs and finished art.

It applies to individuals who work under direct supervision and in consultation with others to design and prepare layouts, artwork and manipulate images and texts to meet work and production requirements.

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

Unit Sector

Pre-Press

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare for production	1.1 Identify printing and medium requirements of layout brief and prepare pre-press processes 1.2 Design production plan according to job brief 1.3 Design a plan of action to meet time requirements of each stage of production
2. Assemble layout	2.1 Assemble client copy and images 2.2 Access library files for data according to job brief 2.3 Assemble required equipment and materials to complete the layout according to manufacturer specifications and work health and safety (WHS) requirements 2.4 Clean and prepare design area according to enterprise procedures

ELEMENT	PERFORMANCE CRITERIA
3. Produce graphic design render	3.1 Prepare design concept according to job brief 3.2 Construct preliminary graphic design ideas 3.3 Render simple graphic design concept electronically 3.4 Confirm rendered graphic design meets job brief requirements
4. Produce and check finished artwork	4.1 Create layout grid according to job brief 4.2 Select type according to readability and style, and fit into grid space allocated 4.3 Select, scale and crop photographs and illustrations to fit allocated grid space 4.4 Create overlays and colour roughs as required by job brief 4.5 Position components of layout using margins and guides to conform to grid framework 4.6 Check layout and layout design against brief and medium requirements and correct errors 4.7 Render layout and confirm file is ready to present to client
5. Tidy materials and store data	5.1 Return equipment and materials to storage according to enterprise procedures 5.2 Save and file design data and materials ready for future retrieval according to enterprise procedures 5.3 Clean design area according to enterprise procedures

Foundation Skills

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

Skill	Description
Reading	Identifies and evaluates text to establish job requirements
Writing	Produces documents using headings, instructions and layout that meet needs of audience and purpose of text
Teamwork	Uses enterprise communication protocols and conventions to confirm and clarify client requirements
Self-management	- Identifies and follows enterprise requirements associated with own role - Takes responsibility for routine decisions related directly to own role
Planning and Organising	- Organises and prioritises work and personal commitments, with some sense of what is achievable in a timeframe - Plans, identifies and assembles resources required to complete tasks

Technology	Identifies purposes, specific functions and key features of common digital systems and tools and operates them to design and save files in required format
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Unit Mapping Information

Supersedes and is equivalent to ICPPRP211 Develop a basic design concept.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=a74b7a0f-a253-47e3-8be0-5d426e24131d>

Assessment Requirements for ICPPRP2110 Develop basic design concepts

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of the unit, including evidence of the ability to:

- prepare two sets of artwork containing line and tone work.

In the course of the above, the candidate must:

- communicate with clients to determine job brief requirements
- operate graphic design software.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- purpose of artwork being prepared
- number and specific colours of the job
- scale of artwork to finished job
- features of reflective and transparent originals
- procedures for preparing art for printing and publication
- requirements of printing and electronic output processes
- halftone dot structures and maximum and minimum tonal ranges for artwork reproduction
- work health and safety (WHS) requirements for the use of cameras and computers
- principles of typeface selection
- procedures for registration and trim marks
- definition and resolution of artwork, and correction methods
- characteristics of prepared line artwork
- manufacturer manuals, enterprise procedures and safety documentation, including their location and purpose.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry. Noise levels, production flow, interruptions and time variances must be typical of those experienced in the area of work.

This includes access to:

- printing equipment
- industry software packages.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

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