



**Australian Government**

# **ICPPRP3110 Develop detailed design concepts**

**Release: 1**

# ICPPRP3110 Develop detailed 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 complex graphic design from a design brief.

It applies to individuals who design and prepare layouts and artwork, manipulate images and text, and apply solutions to a defined range of problems. They may also provide some leadership and guidance to others with some limited responsibility for the output of others.

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

## Pre-requisite Unit

ICPPRP211 Develop a basic design concept.

## 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 job                               | 1.1 Confirm brief requirements and end use with client according to enterprise procedures<br>1.2 Document job details according to enterprise procedures                                                                                                                                  |
| 2. Render graphic design                         | 2.1 Convert client requirements into a design concept<br>2.2 Detail different graphic design ideas and concepts, and assess potential of each against brief requirements<br>2.3 Render unique graphic design concept according to the brief and work health and safety (WHS) requirements |

| ELEMENT                             | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                |
|-------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                     | 2.4 Determine printing feasibility of rendered graphic design according to the brief requirements<br>2.5 Produce visual showing position and fit of design elements to document design layout                                                                                                                                                                                                       |
| 3. Prepare dummy                    | 3.1 Create range of visual interpretations of the brief to present options to client<br>3.2 Present text and images graphically to conform to grid layout<br>3.3 Calculate basic imposition according to printing and binding process requirements<br>3.4 Produce dummy for copy mark-up and to obtain client feedback on design suitability                                                        |
| 4. Produce complex finished artwork | 4.1 Structure design concept step-by-step according to client brief and fit grid format<br>4.2 Select type styles according to client brief and printing substrate<br>4.3 Determine line reproduction quality required to achieve print reproduction standards<br>4.4 Select images to conform to client brief and end use<br>4.5 Select and combine colours to conform to client brief and end use |

## 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                 | <ul style="list-style-type: none"> <li>Identifies and evaluates text to establish job requirements</li> </ul>                                                                                 |
| Writing                 | <ul style="list-style-type: none"> <li>Writes a design brief and complex work instruction based on client and stakeholder requirements</li> </ul>                                             |
| Oral Communication      | <ul style="list-style-type: none"> <li>Participates in spoken interactions to confirm and clarify understanding</li> </ul>                                                                    |
| Numeracy                | <ul style="list-style-type: none"> <li>Analyses a range of mathematical information used in familiar and routine tasks</li> </ul>                                                             |
| Self-management         | <ul style="list-style-type: none"> <li>Follows organisational policies and procedures within scope of own role</li> </ul>                                                                     |
| Planning and Organising | <ul style="list-style-type: none"> <li>Takes responsibility for planning and organising own workload, identifying ways of sequencing and combining elements for greater efficiency</li> </ul> |

|                 |                                                                                                                                                                                                                                 |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                 | <ul style="list-style-type: none"><li>Plans, identifies and assembles resources required to complete tasks</li></ul>                                                                                                            |
| Problem Solving | <ul style="list-style-type: none"><li>Identifies importance of ongoing generation of new ideas for viability of a work project</li><li>Responds to predictable problems and implements standard and logical solutions</li></ul> |
| Technology      | <ul style="list-style-type: none"><li>Identifies purposes, specific functions and key features of common digital systems and tools and operates them to create and save files in required format</li></ul>                      |

## Unit Mapping Information

Supersedes and is equivalent to ICPPRP311 Develop a detailed 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 ICPPRP3110 Develop detailed 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 finished artwork which incorporate line and tone work.

In the course of the above, the candidate must:

- communicate with the client to assess job requirements
- generate three design interpretations and select final according to client requirements.

## 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:

- brief parameters for preparing artwork and the instruments required for production
- use of colour for effect and harmony
- colour wheel elements and use of the Pantone Matching System
- print and electronic output system's effect on artwork preparation
- basic design principles in preparation of layouts and revision process
- processes for formatting, size, style and preparation of artwork with computer equipment for layouts and colour roughs
- industry-standard software and their uses for a designer
- work health and safety (WHS) requirements for using cameras or computers
- principles of, and procedures for, manual and electronic rendering
- effect of colour breakdown and sequence on printing operations, output considerations and jobs
- process for matching artwork to customer specifications as outlined on job sheet
- quality assessment and correction methods for externally produced artwork
- problems arising from using sub-standard and unsuitable artwork.

## 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:

- a printer and output devices
- industry-standard.

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

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