



Australian Government

ICPPRP311 Develop a detailed design concept

Release: 2

ICPPRP311 Develop a detailed design concept

Modification History

Release	Comments
Release 2	This version released with ICP Printing and Graphic Arts Training Package Version 2.0. Version created to correct typographical error.
Release 1	This version first released with ICP Printing and Graphic Arts Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to produce a complex graphic design from a design brief.

It applies to skilled individuals working in the printing and graphic arts industry 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
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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>

ELEMENT	PERFORMANCE CRITERIA
1. Determine brief specifications	1.1 Confirm brief requirements with client as required 1.2 Job details are accurately documented according to enterprise policies and procedures
2. Render graphic design	2.1 Client's requirements are translated into a design concept that accords with the brief 2.2 Different graphic design ideas/concepts are detailed, and potential of each assessed according to the brief 2.3 Unique graphic design concept is rendered, electronically or manually, to conform to the brief 2.4 Rendered graphic design is assessed for printing feasibility according to the brief requirements 2.5 Visual is produced showing position and fit of design elements to document design layout
3. Produce dummy	3.1 Range of visual interpretations of the brief are made to present options to client 3.2 Text and images are graphically presented to conform to grid layout 3.3 Basic imposition is calculated to suit printing and binding processes 3.4 Dummy is produced for copy mark-up and to obtain client feedback on design suitability
4. Produce complex finished artwork	4.1 Design concept is structured step-by-step to conform to the brief and fit grid format 4.2 Appropriate type styles are selected to conform to the client brief and printing substrate 4.3 Line reproduction quality is assessed to effect the standard of print reproduction required by client brief 4.4 Images are selected to conform to client brief and end use 4.5 Colours are selected and combined effectively using overlays to conform to client brief and end use

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 2.1-2.4, 4.1-4.5	Recognises and evaluates text to establish job requirements from information contained within relevant systems
Writing	1.2, 2.1, 2.2	Writes a technical/design brief or a complex work instruction based on client and stakeholder requirements
Oral Communication	1.1	Participates effectively in spoken interactions to confirm or clarify understanding
Numeracy	2.5, 3.3	Interprets and analyses a range of mathematical information used in familiar and routine tasks
Navigate the world of work	1.2	Follows organisational policies and procedures relevant to own role
Interact with others	1.1	Uses appropriate communication protocols and conventions to confirm or clarify client requirements
Get the work done	2.1-2.5, 3.1-3.3, 4.1-4.5	- Takes responsibility for planning and organising own workload, identifying ways of sequencing and combining elements for greater efficiency - Plans, identifies and assembles resources required to complete tasks - Responds to predictable problems and implements standard or logical solutions - Recognises importance of ongoing generation of new ideas for viability and effectiveness of a work project - Understands purposes, specific functions and key features of common digital systems and tools and operates them effectively to create and save files in required format

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
ICPPRP311 Develop a detailed design concept (Release 2)	ICPPRP311 Develop a detailed design concept (Release 1)	Updated to correct typographical error	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for ICPPRP311 Develop a detailed design concept

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Performance Evidence

Evidence of the ability to:

- correctly prepare TWO sets of design, colour roughs and finished artwork which incorporate line and tone work according to specifications of client brief and enterprise standards.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- describe parameters of the brief for which this artwork is being prepared
- list instruments, materials and computer equipment that will be used in producing this artwork
- outline use of colour for effect and harmony and colour composition of white light
- outline colour wheel elements and use of the Pantone Matching System
- describe effect of selecting a print or electronic output system on artwork preparation
- describe basic design principles used in preparation of layouts and revision process
- outline process for formatting, size, style and preparation of artwork when using computer equipment for layouts/colour roughs
- describe use of a Computer Aided Design (CAD) program and how it helps the work of a designer
- outline work health and safety (WHS) concerns when using cameras or computers

- describe production of bromides using a process camera and contact frame
- describe the diffusion transfer process for producing bromides
- outline operation of mono laser printers and resolution output including proportional enlargement and reduction calculations
- outline process of drawing lines, borders and corners using drawing instruments or a computer or digitiser
- outline process for dealing with faults on client supplied artwork
- describe effect of colour breakdown and sequence on printing operations and printed jobs
- describe method used for checking size and scale of reproduction
- outline process for matching artwork to customer's specifications as outlined on the job sheet
- describe methods used for assessing quality and suitability of externally produced artwork
- describe problems that can be caused by using sub-standard and unsuitable artwork.

Assessment Conditions

Gather evidence to demonstrate consistent performance in conditions that are safe and replicate the workplace. Noise levels, production flow, interruptions and time variances must be typical of those experienced in the Pre-Press field of work and include access to special purpose tools, equipment and material.

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