



Australian Government

ICPPRP411 Undertake a complex design brief

Release: 1

ICPPRP411 Undertake a complex design brief

Modification History

Release	Comments
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 advanced graphic design from negotiated design briefs to production of complex finished artwork.

It applies to individuals who work in the graphic pre-press sector of the printing and graphic arts industry. They may take responsibility for production flow and provide leadership to others to ensure completion of the brief.

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

Pre-requisite Unit

ICPPRP311	Develop a detailed 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>
1 Negotiate a complex design contract	1.1 Communication with client results in development of a complex design brief, and client agreement is secured 1.2 Job analysis and research are undertaken to source cost-efficient design production procedures 1.3 Possible design options are analysed to meet optional printing

ELEMENT	PERFORMANCE CRITERIA
	processes and substrates 1.4 Individual design stages of brief are timed and costed to determine accurate parameters of cost 1.5 Quotation is prepared using accurate estimates to communicate fees required to undertake brief to client 1.6 Client approval to proceed is obtained
2 Plan design process	2.1 Appropriate production processes are planned and scheduled to meet brief specifications for the printing substrate 2.2 Materials are sourced and ordered to conform to brief requirements 2.3 Design team members are briefed and work roles allocated to keep design process organised and on time
3 Render a complex graphic design	3.1 Complex graphic design concept is rendered electronically or manually to conform to the brief 3.2 Adjustments or recommendations are made to enhance the design according to brief in consultation with client 3.3 Production processes of the design concept for colour, production run, substrates and costs are assessed according to requirements of the brief 3.4 Specifications for reproducing the finished artwork are annotated to define specified printing processes and substrates
4 Ensure feasibility of production	4.1 Type options are checked to meet specified printing processes and substrates 4.2 Reproduction feasibility of multiple colour vignettes is analysed to meet specified printing processes and substrates 4.3 Line and tone are combined and dot complexity of photography is analysed to meet specified printing processes and substrates 4.4 Feasibility of complex imposition and folds are calculated to meet specified printing processes and substrates 4.5 Foils and embossing are checked to meet specified printing processes and substrates
5 Solve technical problems	5.1 Materials and/or format are reviewed to ensure most suitable are selected to prevent design and production problems 5.2 Technical problems are resolved by re-design or amendment of the brief in consultation with client to acceptable standards
6 Ensure quality output	6.1 Standards for reproduction are documented to form a reference

ELEMENT	PERFORMANCE CRITERIA
	bank for the design process 6.2 Design solutions are filed and stored ready for retrieval according to enterprise procedures 6.3 Internal performance standards are evaluated to identify potential reforms for future enterprise procedures 6.4 Future actions are determined to incorporate accurate cost and time analyses into future briefs

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	1.2, 2.1, 2.2, 3.1-3.4	Recognises, interprets and evaluates information from range of sources to establish job requirements
Writing	1.1, 1.5, 1.6, 3.4, 5.2, 6.1	Writes technical/design briefs or complex work instructions based on client and stakeholder requirements
Oral Communication	1.1, 1.5, 1.6, 2.3, 3.2, 5.2	- Uses appropriate vocabulary, including technical language relevant to role and context in team briefings - Participates effectively in spoken interactions with clients to confirm or clarify understanding
Numeracy	1.4, 1.5, 4.4	Interprets and analyses a range of mathematical information used in familiar and routine tasks
Navigate the world of work	6.1-6.3	Follows organisational policies and procedures relevant to own role
Interact with others	1.1, 1.5, 1.6, 2.3, 3.2, 5.2	- Uses appropriate communication protocols and conventions to confirm or clarify client requirements - Shares knowledge, experience information and resources with others as an integral part of work relationships
Get the work done	1.1-1.3, 1.5, 2.1, 2.2, 3.1-3.4, 4.1-4.5, 5.1, 5.2, 6.1-6.4	- Sequences and schedules complex activities, monitors implementation and manages relevant communication - Plans, identifies and assembles resources required to complete tasks - Analyses benefits, costs, risks and feasibility from a broad range of perspectives, and may think laterally to

		redesign aspects to address potential issues • Responds to predictable problems and implements standard or logical solutions • Draws on a broad understanding of context, and uses a combination of analysis and intuition to decide whether an idea is feasible • Reflects on outcomes of decisions to identify changes to improve future outcomes
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
ICPPRP411 Undertake a complex design brief	ICPPP411C Undertake a complex design brief	Updated to meet Standards for Training Packages	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 ICPPRP411 Undertake a complex design brief

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Performance Evidence

Evidence of the ability to:

- develop a clear design brief by agreement, and prepare a quotation
- produce a complex design which meets reproduction and client requirements
- produce finished art from complex design briefs that use different printing processes
- provide evidence that each stage, from initial negotiation of the brief to final print production, has been carried out satisfactorily.
- use computer hardware and software to produce concepts and pre-press artwork.

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 how design requirements influence selection of THREE printing processes, operations or electronic media
- explain how design factors influence cost of printed job
- identify how printing substrates are selected and affects inks and printing substrates have on design
- explain how colour and typeface selection impact design
- explain how colour breakdown and sequence is managed in print to meet production and budget requirements
- identify how substandard or unsuitable artwork from external sources affects print quality and how faulty artwork is rectified
- describe common technical problems when a design is printed and how they are resolved, such as image on double page spread or finger marks on dark solids
- describe procedures for special effects printing
- explain how artwork is matched to customer's specifications as outlined on the job sheet

- list manuals, safety and other documentation relevant to this task, and where they are kept, and what sort of information is included
- list other sources of available information.

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 industry software packages.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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