



Australian Government

ICPPRP4230 Apply colour to design briefs

Release: 1

ICPPRP4230 Apply colour to design briefs

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 apply colour to enhance artwork and meet the requirements of a design brief.

It applies to individuals who hold some responsibility for preparing design briefs to meet client 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 colour options	1.1 Identify brief requirements and target audience 1.2 Identify and clarify colour requirements of the brief as required 1.3 Compare different colour schemes used previously by self and others and select for current artwork according to brief requirements 1.4 Use colour tools to select overall colour composition according to target audience, balance and relationships
2. Apply colour to artwork	2.1 Apply colours to artwork according to brief specifications 2.2 Check and adjust colour and objects according to balance and emphasis requirements 2.3 Match halftones with similar colours as required
3. Check and prepare	3.1 Assess overall artwork and confirm best possible colour options

ELEMENT	PERFORMANCE CRITERIA
artwork	are used, given brief requirements and other artwork, making changes if necessary 3.2 Produce artwork samples that meet brief requirements 3.3 Save and prepare artwork for presentation to client

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 information contained in a range of texts to establish job requirements
Oral Communication	Participates in spoken interactions with others to confirm and clarify understanding
Numeracy	Uses percentages and proportions to adjust colour balance
Planning and Organising	Takes responsibility for planning and organising own workload and assembles required resources
Problem Solving	- Takes responsibility for addressing predictable, and some less predictable, problems in familiar work contexts - Evaluates outcomes of design decisions to identify improvement opportunities
Technology	Utilises a broad range of features within applications optimising software functions for specific purposes

Unit Mapping Information

Supersedes and is equivalent to ICPPRP423 Apply colour to design brief.

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 ICPPRP4230 Apply colour to design briefs

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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:

- apply colour to prepare and produce at least two artworks.

In the course of the above, the candidate must apply colour theory in colour scheme selections for brief.

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:

- colour theory in printing processes
- reducing colour for compression processes
- target audience responses to colour
- functions of colour tools
- balance and emphasis requirements
- colour attributes and their application to design briefs
- halftones and their applications in colouring artworks
- browser safe colours
- colour models applied to design briefs.

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:

- industry-standard software.

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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