



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **ICPPP411B Undertake a complex design brief**

**Release: 1**

## **ICPPP411B Undertake a complex design brief**

### **Modification History**

Not applicable.

### **Unit Descriptor**

This unit describes the performance outcomes, skills and knowledge required to undertake advanced graphic design from the negotiation of design briefs through to the production of complex finished artwork.

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### **Application of the Unit**

This unit requires an individual to negotiate a design brief, plan the design process and produce a complex design that meets the design brief and production and quality requirements. The individual will work independently and take responsibility for fulfilment of the brief.

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### **Licensing/Regulatory Information**

Not applicable.

### **Pre-Requisites**

ICPPP311B Develop a detailed design concept

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### **Employability Skills Information**

This unit contains Employability Skills.

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## Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance Criteria describe the required performance needed to demonstrate achievement of the Element. Where italicised text is used, further information is detailed in the Required Knowledge and Skills and/or Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

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## Elements and Performance Criteria

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| Element                                      | Performance Criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 <b>Negotiate a complex design contract</b> | <p>1.1 Communication with the client results in the development of a complex design brief and client agreement is secured</p> <p>1.2 Job analysis and research are undertaken to source cost-efficient design production procedures</p> <p>1.3 Possible design options are analysed to meet optional printing processes and substrates</p> <p>1.4 Individual design stages of the brief are timed and costed to determine accurate parameters of cost</p> <p>1.5 A quotation is prepared using accurate estimates to communicate to the client the fees required to undertake the brief</p> <p>1.6 Client approval to proceed is obtained</p> |
| 2 <b>Plan the design process</b>             | <p>2.1 The appropriate production processes are planned and scheduled to meet the specifications of the brief for the printing substrate</p> <p>2.2 Materials are sourced and ordered to conform to the requirements of the brief</p> <p>2.3 Design team members are briefed and work roles allocated to facilitate the orderliness and timeliness of the design process</p>                                                                                                                                                                                                                                                                  |

- |                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>3 Render a complex graphic design</b>  | <ul style="list-style-type: none"><li>3.1 A complex graphic design concept is rendered electronically or manually to conform to the brief</li><li>3.2 Adjustments or recommendations are made to enhance the design according to the brief in consultation with the client</li><li>3.3 The production processes of the design concept for colour, production run, substrates and costs are assessed according to the requirements of the brief</li><li>3.4 The specifications for reproducing the finished artwork are annotated so as to define specified printing processes and substrates</li></ul>                                         |
| <b>4 Ensure feasibility of production</b> | <ul style="list-style-type: none"><li>4.1 Type options are checked to meet specified printing processes and substrates</li><li>4.2 The reproduction feasibility of multiple colour vignettes is analysed to meet specified printing processes and substrates</li><li>4.3 Line and tone are combined and dot complexity of photography is analysed to meet specified printing processes and substrates</li><li>4.4 The feasibility of complex imposition and folds are calculated to meet specified printing processes and substrates</li><li>4.5 Foils and embossing are checked to meet specified printing processes and substrates</li></ul> |
| <b>5 Solve technical problems</b>         | <ul style="list-style-type: none"><li>5.1 Materials and/or format are reviewed to ensure the most suitable are selected and therefore do not create problems</li><li>5.2 Technical problems are resolved by re-design or amendment of the brief in consultation with the client to acceptable standards</li></ul>                                                                                                                                                                                                                                                                                                                              |
| <b>6 Ensure quality output</b>            | <ul style="list-style-type: none"><li>6.1 Standards for reproduction are documented to form a reference bank for the design process</li><li>6.2 Design solutions are filed and stored ready for retrieval according to enterprise procedures</li><li>6.3 Internal performance standards are evaluated to identify potential reforms for future enterprise</li></ul>                                                                                                                                                                                                                                                                            |

procedures

- 6.4 Future actions are determined to incorporate accurate cost and time analyses into future briefs

## **Required Skills and Knowledge**

### **REQUIRED KNOWLEDGE AND SKILLS**

The following knowledge must be assessed as part of this unit:

#### **Relevant printing processes and electronic media**

What is the effect of the design brief upon the selection of a printing process?

Describe in detail the different design requirements for THREE printing processes, operations or electronic media.

#### **Design and colour theory**

What factors have you considered when selecting appropriate colours for this job?

How does the choice of colours utilised affect the mood of a targeted consumer?

#### **Typography**

What procedures have you implemented to produce a special effect?

The selection of type face design must be appropriate to the intended product. Explain this concept.

#### **Chemical and reproduction nature of substrates**

What factors have you considered when selecting the appropriate printing substrate for this job?

What effects do different inks and substrates have on design?

What problems may arise when running an image across a double page spread?

#### **Technical problem solving**

What steps would you take to overcome the problem of finger marks on dark solids?

What common technical problems occur when a design is printed and how can they be resolved?

#### **Evaluating artwork**

How do you recognise and rectify faults on artwork supplied by the client?

How do you determine the effect of colour breakdown and sequence on printing operations and printed jobs?

How do you assess whether artwork matches customer's specifications as outlined on the job sheet?

What methods do you use for assessing the quality and suitability of externally produced artwork?

What problems can be caused by using sub-standard and unsuitable artwork?

#### **Costing**

What design factors affect the cost of a printed job?

How do you ensure that a design can be reproduced within budget?

### **Information sources**

What manuals, safety and other documentation are relevant to this task and where are they kept?

What information is included in these documents?

What other sources of information are available?

The following skills must be assessed as part of this unit:

OHS in relation to operating machinery such as safely switching off machinery before cleaning is started

Communication of ideas and information by determining exactly what the client wants from the brief and subsequent discussion

Collecting, analysing and organising information by balancing and matching client demands with requirements for reproduction and costs

Planning and organising activities by coordinating job sequence so that materials arrive, are processed and can be checked efficiently

Teamwork when ensuring that designers, printers and clients all know what they need to do and when

Mathematical ideas and techniques by calculating costs and determining enlargement/reduction factors

Problem-solving skills by coping with discrepancies between the brief and what is possible

Use of technology by using appropriate software to create the design and ensuring files are saved in the required format

## **Evidence Guide**

The Evidence Guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Knowledge and Skills, the Range Statement and the Assessment Guidelines for this Training Package.

**Critical aspects for assessment and evidence required to demonstrate competency in this unit**

Evidence of the following is essential:

Developing an agreed clear design brief and preparing a quotation. Rendering a complex design taking into account the design brief and quotation. Meeting the design reproduction and end user requirements

The underlying skill of solving complex technical problems of layout to conform to brief specifications should be transferable across the design and pre-press sectors. It is important that the substrate for reproduction is identified and that the competencies be demonstrated with a clear identification of printing processes

Demonstrate an ability to find and use information relevant to the task from a variety of information sources

Produce finished art from a complex design brief. Provide evidence that each stage from initial negotiations to completion has been carried out satisfactorily

**Context of and specific resources for assessment**

Assessment must ensure:

assessment may take place on the job, off the job or a combination of these. Off the job assessment must be undertaken in a closely simulated workplace environment

it is expected that special purpose tools, equipment and industry software packages will be used where appropriate

**Method of assessment**

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

**Range Statement**

The Range Statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Italicised wording in the Performance Criteria is detailed below.

Design tools

A range of manual equipment or hardware and design software applications

Clients

Internal or external clients

Costed

Hourly rates, material costs and any other factor contributing to job costs

Applications

Design can be specific to publishing, consultancy, advertising or packaging

Complex graphic design

Complex refers to intricate and detailed design (line and tones) and may include difficult vignettes, tone separations, colour reproductions and embossing

Quality standards

Should meet client requirements and enterprise and industry standards

Degree of autonomy

Working independently and taking responsibility for fulfilment of the brief

## **Unit Sector(s)**

Not applicable.

## **Competency field**

Pre-press

Pre-press