



Australian Government

Department of Education, Employment and Workplace Relations

ICPPR552A Manage digital production workflow

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to manage the digital workflow from concept stage to completion and delivery. It focuses on the management of a digital workflow that could include customer service, job generation, printing, finishing and dispatch. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.
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Application of the Unit

Application of the unit	This unit applies to individuals who are responsible for managing and optimising a digital workflow in the commercial print, pre-press, bureau, high-end digital print or a combination of these business environments.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	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 performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Plan a production workflow for a digital print product	1.1. The stages of the production workflow are identified to determine sequencing 1.2. Workflow is sequenced to obtain optimum production efficiency and job quality 1.3. New sequences that are required for non-standard jobs are tested 1.4. Workflow is optimised for continued improvement
2. Manage resources and time	2.1. Resources relevant to digital production are identified, evaluated and incorporated to achieve the required outcome 2.2. Time management is integrated into project planning and monitoring 2.3. Human resources are incorporated and supported within the project framework to achieve the required outcome 2.4. Teamwork elements are identified and developed to achieve the required outcome
3. Determine and manage budgets	3.1. Estimation of costs are identified and applied to a range of digital products 3.2. Budget plans are established and checked against estimations to deliver accurate costing 3.3. Estimating practices and pricing models are determined and implemented to deliver the required outcome within designated timeframes and costs 3.4. Job costs are determined, documented and monitored continuously to comply with business commitments and legal obligations 3.5. Business transactions are undertaken ethically and according to law 3.6. Workplace budget estimates and expenditure are reviewed and documented to assist in future business dealings

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- occupational health and safety (OHS) skills for operating machinery, such as safely switching off machinery before cleaning is started
- communication skills for expressing ideas and information by documenting recommendations to optimise the digital production process
- collecting, analysing and organising skills for reviewing the production schedule and evaluating its effectiveness
- planning and organising skills for determining the most effective production processes
- teamwork skills for working with colleagues over changes to production
- numeracy skills for managing budgets
- problem-solving skills for finding solutions to production problems
- technical skills for evaluating machine operations and making changes to improve the production process

Required knowledge

- job requirements for a specific production processes
- methods used to identify special production requirements and possible problems
- criteria used to determine the availability of machines, materials and labour
- OHS concerns that need to be considered when planning production
- common causes of failure in each production area that need to be monitored
- procedures that can be implemented to minimise the effects of these
- techniques used to monitor production schedules
- criteria used for revising production schedules to take into account customer requirements and job complexity
- information that needs to be monitored so as to maintain standards
- individuals involved in monitoring quality standards
- procedures used to make improvements that affect quality standards
- importance of team participation
- reason for determining the skill level of workers
- how the skill levels of individual workers are determined
- costing/estimating methods
- factors that might be adjusted in estimations if they consistently do not match costs
- importance of keeping accurate production records
- how often to review production records and actual costs
- computerised production monitoring systems used to accurately assess costs

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

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

Evidence of the ability to:

- manage and continually improve a digital production workflow
- accurately manage a budget.

Context of and specific resources for assessment

Assessment must ensure:

- that conditions are typical ambient conditions found in the workplace
- access to relevant facilities, equipment and materials used for digital printing
- use of culturally appropriate processes and techniques appropriate to the language and literacy capacity of learners and the work being performed.

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
- third party workplace reports of on-the-job performance by the candidate
- practical demonstration by the candidate managing the digital workflow.

Guidance information for assessment

Holistic assessment with other digital production units relevant to the workplace and job role is recommended, for example:

- business management units that could be applied in the digital production sector.

For valid and reliable assessment of this unit, evidence should be gathered over a period of time through a range of methods for assessment to indicate consistent performance.

Range Statement

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. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

<i>Production workflow</i> may include:	• customer service • job generation • printing • finishing • dispatch.
<i>Job quality may include:</i>	• client specifications/requirements • enterprise standards • industry standards.
<i>Resources</i> may include:	• employees • printing and finishing equipment • digital devices, such as computers, printers, proofers and scanners • high-end layout and graphic software applications • raster image processors (RIPs) and front-end processors.

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Printing
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Co-requisite units

Co-requisite units		