



Australian Government

Department of Education, Employment and Workplace Relations

LMFID3005A Style a retail display

Revision Number: 1

LMFID3005A Style a retail display

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit specifies the outcomes required to style a display to present and sell concepts and ideas in a retail or wholesale sales environment.
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Application of the Unit

Application of the unit	Styling a retail display applies to a retail or wholesale sales environment. These skills and knowledge are to be used within the scope of the person's job and authority.
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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. Prepare for display	1.1. Applicable OHS, legislative and organisational requirements relevant to styling a retail display are verified and complied with 1.2. Project brief is reviewed and confirmed with client to identify display requirements 1.3. Parameters for the display are assessed and confirmed 1.4. Resources are selected appropriate to work requirements and checked for operational effectiveness 1.5. Communication with others is established and maintained
2. Plan and design display	2.1. Market needs are evaluated and a display brief developed that capitalises on current trends 2.2. Display dimensions are measured and needs of the display space assessed 2.3. Sketches and drawings are prepared to illustrate the display 2.4. Plan layout is prepared 2.5. Theme is selected and alternative options provided 2.6. Supplies, products and finishes necessary to complete the project are sourced and costed 2.7. Materials and processes are specified 2.8. Costings and timelines are compiled and developed
3. Style display	3.1. Final selection of products and finishes is coordinated 3.2. Arrangement is resolved to meet client needs and display brief 3.3. Trims and hardware are selected and coordinated with the products or finishes 3.4. Graphics and text style for signage are selected and applied

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- sketching and drawing
- collecting, organising and understanding information related to work orders, basic plans and safety procedures
- communicating ideas and information to enable confirmation of work requirements and specifications, coordination of work with site supervisor, other workers and customers, and the reporting of work outcomes and problems
- accurately recording and maintaining information relating to interior decoration and design functions
- working with others and in a team by recognising dependencies and using cooperative approaches to optimise work flow and productivity
- using pre-checking and inspection techniques to ensure the tools and equipment are serviceable and ready to use
- accurately recording and maintaining information relating to the design of products
- recognising and responding to circumstances outside instructions or personal competence
- efficiently and safely contributing to innovative interior decoration and design processes
- initiating new ideas and work techniques
- planning and organising activities including the preparation and layout of own worksite and the obtaining and use of tools, equipment and materials to avoid any backtracking, work flow interruptions or wastage
- using mathematical ideas and techniques to correctly complete measurements, calculate area and volume, and estimate other material requirements
- clarifying and confirming work instructions
- using the workplace technology related to the use of tools including calculators, measuring and recording devices

Required knowledge

- State or Territory OHS legislation, regulations, standards and codes of practice relevant to the full range of processes for styling a retail display
- organisational and site standards, requirements, policies and procedures for styling a retail display
- basic understanding of elements and principles of design
- concepts of ergonomics, anthropometrics, proxemics and aesthetic values
- types of equipment and procedures for their safe use, operation and maintenance
- characteristics of materials, products and defects
- computer programs

REQUIRED SKILLS AND KNOWLEDGE

- design themes and design development
- colour, furnishing and decoration options
- procedures for the recording, reporting and maintenance of workplace records and information
- appropriate mathematical procedures for estimation and measurement
- environmental protection requirements
- established communication channels and protocols
- problem identification and resolution techniques

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

- Effectively style a retail display with the products, finishes, trims and hardware to promote trends and design concepts to potential clients
- Effectively apply design elements and principles to style a retail display
- Comply with legislation, regulations, standards, codes of practice and established safe practices and procedures for styling a retail display
- Communicate effectively and work safely with others in the work area

Context of and specific resources for assessment

- The application of competency is to be assessed in the workplace or realistically simulated workplace
- Assessment is to occur under standard and authorised work practices, safety requirements and environmental constraints
- Assessment of essential underpinning knowledge, other than confirmatory questions, will usually be conducted in an off-site context
- Assessment is to comply with relevant regulatory or Australian Standards requirements
- The following resources should be made available:
 - workplace location or simulated workplace
 - materials and equipment relevant to styling a retail display
 - specifications and work instructions

Method of assessment

- Assessment must satisfy the endorsed assessment guidelines of the Furnishing Industry Training Package
- Assessment methods must confirm consistency and accuracy of performance (over time and in a range of workplace relevant contexts) together with application of underpinning knowledge
- Assessment methods must be by direct observation of tasks and include questioning on underpinning knowledge to ensure its correct interpretation and application

EVIDENCE GUIDE	
	• Assessment may be applied under project related conditions (real or simulated) and require evidence of process • Assessment must confirm a reasonable inference that competency is able not only to be satisfied under the particular circumstance, but is able to be transferred to other circumstances • Assessment may be in conjunction with assessment of other units of competency
Guidance information for assessment	

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.

OHS requirements	are to be in accordance with Commonwealth, State or Territory legislation and regulations, organisational safety policies and procedures. Requirements may include but not be limited to the use of personal protective equipment and clothing, fire fighting equipment, first aid equipment, hazard and risk control and elimination of hazardous materials and substances, manual handling including lifting and carrying
Legislative requirements	are to be in accordance with applicable legislation from all levels of government that affect organisational operation. Requirements may include but not be limited to award and enterprise agreements, industrial relations, Australian Standards, confidentiality and privacy, OHS, the environment, equal opportunity, anti-discrimination, relevant industry codes of practice, duty of care and heritage
Organisational requirements	may include but not be limited to legal, organisational and site guidelines, policies and procedures relating to own role and responsibility, quality assurance, procedural manuals, quality and continuous improvement processes and standards, OHS, emergency and evacuation, ethical standards, recording and reporting, access and equity principles and practices, equipment use, maintenance and storage, environmental management (waste disposal, recycling and re-use guidelines)
Scope of brief	may include but not be limited to the aims, objectives, milestones for the project, the point of reference for everyone, elements and principles of design and may include organisational or personal profiles, target

RANGE STATEMENT	
	audience, budget, timeline, consultation requirements, colour requirements, image requirements and function
Client	may include but not be limited to suppliers, manufacturers, private clients, colleagues, retailers or the public
Parameters	may include but not be limited to scope of brief, approval to make changes (legislative and planning), effect or feel trying to be achieved, functionality (short and long term), budget restrictions and established timelines
Resources	may include but not be limited to computers, computer software, design software, computer aided drafting (CAD) software, colour boards, storyboards, swatches, Pantone Matching System (PMS), journals (directions magazines), artistic equipment and products and model making equipment
Communication	may include but not be limited to verbal and non-verbal language, constructive feedback, active listening, questioning to clarify and confirm understanding, use of positive, confident and cooperative language, use of language and concepts appropriate to individual social and cultural differences, control of tone of voice and body language
Displays	may include but not be limited to an effective display of a simulated and designed space to sell and promote ideas, concepts, trends, products and decorations associated with the outlet
Sketches and drawings	may include but not be limited to hand drawn images or ideation drawings completed freehand, drafted technical drawings or drawings produced on computer using CAD software packages. These usually contain project specifications
Layout	may include but not be limited to the plan of how a room will be designed and decorated showing the placement of design elements and decorative features
Themes	may include but not be limited to variations of colour ways (based on directions media),

RANGE STATEMENT	
	furnishing trends and decoration trends
Supplies	may include but not be limited to paints, furnishings, decorations and other internal fit-out products
Products	may include but not be limited to furniture, soft furnishings, floor treatments, curtain treatments, built in cabinetry or fittings, light fittings, lamps, picture framing, tapware, laundry fittings, bathroom fittings, toilet fittings and kitchen fittings
Finishes	may include but not be limited to paints, waxes, lacquers, stains, pigments, oils, plastic coatings, veneers, ceramics, stone, glass, textiles and other textures
Material	may include but not be limited to solid timber (native and imported), manufactured timber products, plastic, metal, alloys, stones, glass, textiles, fibreglass, foam, cardboard, paper products or any other manipulable substance
Costings	may include but not be limited to the cost of products and materials used during completion of the project, labour and overhead expenses
Timelines	may include but not be limited to the agreed project time span set and agreed for the project
Trims and hardware	may include but not be limited to haberdashery, cabinet hardware such as knobs and handles, light fittings, rugs, tie backs and curtain rods

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Interior decoration and design.
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Co-requisite units

Co-requisite units		