



Australian Government

Department of Education, Employment and Workplace Relations

LMTTD4008A Present and promote textile design concepts

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor This unit covers the skills and knowledge required to present and promote textile design concepts to clients or other industry professionals.

Application of the Unit

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The unit applies to using a range of communication skills and tools such as story boards and samples to present and promote textile design concepts to clients or other industry professionals.

This unit applies to work in a production environment where design decisions impact on the work and where design concepts must be communicated to other industry professionals with a view to gaining agreement for further development.

Work is supervised and may be conducted in small to large scale enterprises and may involve individual and team-related activities.

The application of this unit is according to OHS practices of the enterprise and workplace practices, which may include:

- requirements prescribed by legislation, awards agreements and conditions of employment
- standard operating procedures
- work instructions
- oral, written and visual communication
- quality practices, including responsibility for maintenance of own work quality and contribution to quality improvement of team or section output
- housekeeping
- tasks related to environmental protection, waste disposal, pollution control, and recycling

This unit requires the application of skills associated with problem solving and initiative and enterprise to determine effective ways to communicate and present the features of textile items.

Communication, planning and organising skills are also used in order to prepare presentations.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisites

Employability Skills Information

Employability Skills This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Analyse requirements of design brief	1.1 Purpose of textile product and performance requirements are analysed and application in design established 1.2 Other key requirements for textile product are identified 1.3 Priorities of client or industry professionals are analysed and noted for addressing in presentation 1.4 Purpose of presentation is identified and form of communication to be used selected to maximise impact of design and meet communication objectives 1.5 Presentation details are negotiated to enable sufficient time for preparation
2 Develop visual tools to communicate textile design concepts	2.1 Sources of design ideas are identified and application of design principles in textile design are analysed 2.2 Inspiration or storyboards are developed to visually demonstrate the process of design development and the key features of the design 2.3 Other visual tools are selected or developed to positively demonstrate key features of textile design
3 Prepare for presentation	3.1 Resources required for presentation are selected and prepared 3.2 Presentation area is prepared as appropriate for audience needs and resource requirements, and according to OHS practices 3.3 Presentation plan is developed to meet key objectives
4 Conduct presentation	4.1 Benefits and features of design concepts are explained and promoted using effective presentation skills. 4.2 Production techniques and considerations for developing textile product are explained 4.3 Questions are invited and responded to appropriately 4.4 Feedback is sought on design concepts and appropriate modifications to the design are identified 4.5 Commitment to design concept or further development is sought and confirmed. 4.6 Outcomes of the presentation are documented

Required Skills and Knowledge

This describes the essential skills and knowledge and their level, required for this unit.

Demonstrates knowledge of:

- principles and elements of design
- a range of textiles and their characteristics
- interests and communication needs of industry professionals
- a range of communication tools for presentation of design concepts
- principles and methods for composing inspiration boards
- key elements and approaches to story board composition
- principles of effective presentation and communication
- goals and aspirations of audience
- role of design features and benefits
- OHS practices, including hazard identification and control measures
- quality practices
- workplace practices
- recording and reporting practices

Demonstrates skills to:

- source information
- analyse design features and relate to needs and interests of audience
- identify and apply appropriate verbal and non-verbal communication techniques
- plan presentation to meet time-frame and resource allocations
- apply principles of design to design concept
- collect and collate information
- produce inspiration and story boards
- seek feedback and answer questions
- read, interpret and follow information on work specifications, standard operating procedures and work instructions, and other reference material
- maintain accurate records
- communicate within the workplace
- sequence operations
- meet specifications
- clarify and check task-related information
- carry out work according to OHS practices

Evidence Guide

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

Critical aspects of evidence to be considered	Demonstrates skills and knowledge to: • complete inspiration or storyboards to present design concepts • communicate application of design principles in textile design • communicate design concepts • interpret and respond to a design brief • sell features and benefits of design concepts • use presentation skills • convey necessary information to meet needs of audience • apply OHS practices • maintain accurate records
Consistency in performance	Consistently applies skills and knowledge when: • organising work • completing tasks • identifying improvements • using workplace practices • using OHS practices • recording and reporting accidents and incidents • assessing operational readiness of equipment used and work processes • recognising and adapting to cultural differences in the workplace, including modes of behaviour and interactions • completing work systematically with attention to detail without damage to goods and equipment
Resource implications	Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices.
Context for assessment	Assessment may occur on the job or in an appropriately simulated environment.
Interdependent assessment	This unit may be assessed independently or in combination with other relevant units.

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. Add any essential operating conditions that may be present with training and assessment depending on the work situation, needs if the candidate, accessibility of the item, and local industry and regional contexts.

Legislative/regulatory requirements All work must comply with relevant Federal and State or Territory legislative or regulatory requirements.

Textile product may include

- tapestry
- knitted fabric or items
- woven fabric or items
- screen printed fabric or items
- experimental textile effects

Key requirements may include

- budget
- size specifications
- style requirements
- use of colour
- use of raw materials
- deadline
- production techniques

Priorities may include

- appealing to target market
- price range
- market position
- construction strategies
- promotion opportunities
- themes
- corporate goals
- timing
- international textile influences
- usability for mass media
- performance
- quality
- uniqueness
- creativity

Industry professionals may include

- senior designers and patternmakers
- management
- buyers
- media
- curators

Form of communication may include	• marketing departments • written materials • pictures, diagrams, sketches, story boards • audio visual materials • demonstration, samples • verbal presentation - one on one or group contexts • electronic tools
Purpose of presentation may include	• to sell textile product • to sell design concept for textile product • to gain agreement for further development • to test textile design and gain feedback • to inform of intended processes • to promote talents and abilities of self or enterprise • to showcase textile products or resources • to demonstrate textile production processes
Presentation details may include	• time and date • location • attendees
Design principles may include	• repetition • gradation • rhythm • radiation • harmony • contrast • dominance • proportion • balance • unity
Other visual tools may include	• material samples • product samples • colour charts • sketches or pictures • finished products
Resources may include:	• power-point projector • photocopies of graphs and other information • whiteboard or drawing board • feedback forms • pens • charts • samples and swatches to be handed out • photographs

	• brochures
OHS practices	OHS practices must include hazard identification and control, risk assessment and implementation of risk reduction measures specific to the tasks described by this unit and may include: • manual handling techniques • standard operating procedures • personal protective equipment • safe materials handling • taking of rest breaks • ergonomic arrangement of workplaces • following marked walkways • safe storage of equipment • housekeeping • reporting accidents and incidents • other OHS practices relevant to the job and enterprise
Presentation skills may include	• effective verbal and non-verbal communication • active listening • use of appropriate communication tools • positive language • clear statement of main points • interpersonal communication skills

Unit Sector(s)

Sector	Textile Design and Development
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