



Australian Government

MSFID3002 Style a retail display

Release: 1

MSFID3002 Style a retail display

Modification History

Release 1 - New unit of competency

Application

This unit of competency covers styling a display to present and sell concepts and ideas in a retail or wholesale sales environment.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Pre-requisite Unit

Competency Field

Unit Sector

Interior Decoration and Design

Elements and Performance Criteria

Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1 Prepare for display	1.1 Applicable work health and safety (WHS), 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 | Costing 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 |

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency. Detail on appropriate performance levels for each furnishing unit of competency in reading, writing, oral communication and numeracy utilising the Australian Core Skills Framework (ACSF) are provided in the Furnishing Training Package Implementation Guide.

Range of Conditions

Specifies different work environments and conditions that may affect performance. Essential operating conditions that may be present (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) are included. Range is restricted to essential operating conditions and any other variables essential to the work environment.

- Unit context includes:**
- work health and safety (WHS) requirements, including legislation, building codes, material safety management systems, hazardous and dangerous goods codes, and local safe operating procedures or equivalent
 - work is carried out in accordance with legislative

	obligations, environmental legislation, relevant health regulations, manual handling procedures, Liveable and Accessible Housing Design guidelines, and organisation insurance requirements
	• work requires individuals to demonstrate some discretion, judgement and problem solving
Scope of brief includes:	• aims • objectives • milestones for the project • organisational or personal profiles • target audience • budget • timeline • consultation requirements • colour requirements • image requirements • function
Clients include:	• suppliers • manufacturers • private clients • colleagues • retailers • the public
Parameters include:	• scope of brief • approval to make changes (legislative and planning) • effect or feel trying to be achieved • functionality (short and long term) • budget restrictions • established timelines
Resources include:	• computers • computer software • design software • computer-aided design (CAD) software • colour boards • storyboards • swatches • Pantone Matching System (PMS) • journals (directions magazines) • artistic equipment and products • model making equipment
Displays include:	• 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 include:	• hand drawn images or ideation drawings completed freehand • drafted technical drawings • drawings produced on computer using CAD software packages (these usually contain project specifications)
Layout includes:	• the plan of how a room will be designed and decorated showing the placement of design elements and decorative features
Themes include:	• variations of colour ways (based on directions media), furnishing trends and decoration trends
Supplies include:	• paints • furnishings • decorations • other internal fit-out products
Products include:	• furniture • soft furnishings • floor treatments • curtain treatments • built-in cabinetry or fittings • light fittings • lamps • picture framing • tapware • laundry fittings • bathroom fittings • toilet fittings • kitchen fittings
Finishes include:	• paints • waxes • lacquers • stains • pigments • oils • plastic coatings • veneers • ceramics • stone • glass • textiles • other textures

Materials include:	• solid timber (native and imported) • manufactured timber products • plastic • metal • alloys • stone • glass • textiles • fibreglass • foam • cardboard • paper products • any other manipulable substance
Costing include:	• the cost of products and materials used during completion of the project, labour and overhead expenses
Timelines include:	• the agreed project time span set and agreed for the project
Trims and hardware include:	• haberdashery • cabinet hardware, such as knobs and handles • light fittings • rugs • tie backs • curtain rods

Unit Mapping Information

Supersedes and is equivalent to LMFID3005A Style a retail display.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=0601ab95-583a-4e93-b2d4-cfb27b03ed73>

Assessment Requirements for MSFID3002 Style a retail display

Modification History

Release 1 - New unit of competency

Performance Evidence

- Interpret work order and locate and apply relevant information
- Apply safe handling requirements for equipment, products and materials, including use of personal protective equipment
- Identify materials used in the work process
- Follow work instructions, operating procedures and inspection processes to:
 - minimise the risk of injury to self or others
 - prevent damage to goods, equipment and products
 - maintain required production output and product quality
- 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
- Use mathematical ideas and techniques to correctly complete measurements, calculate area/volume and estimate material requirements
- Communicate ideas and information to enable confirmation of work requirements and specifications and the reporting of work outcomes and problems, interpret basic plans and follow safety procedures
- Initiating new ideas and work techniques
- Avoid backtracking, work flow interruptions or wastage
- Work with others and in a team by recognising dependencies and using cooperative approaches to optimise work flow and productivity

Knowledge Evidence

- State or territory WHS 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
- Relevant computer programs
- 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
- Relevant decoration and styling problem identification and resolution techniques

Assessment Conditions

- Assessors must:
 - hold training and assessment competencies as determined by the National Skills Standards Council (NSSC) or its successors
 - have vocational competency in the furnishing industry at least to the level being assessed with broad industry knowledge and experience, usually combined with a relevant industry qualification
 - be familiar with the current skills and knowledge used and have relevant, current experience in the furnishing industry.
- Assessment methods must confirm consistency of performance over time rather than a single assessment event and in a range of workplace relevant contexts.
- Assessment must be by observation of relevant tasks with questioning on underpinning knowledge and, where applicable, multimedia evidence, supervisor's reports, projects and work samples.
- Assessment is to be conducted on single units of competency or in conjunction with other related units of competency. Foundation skills are integral to competent performance in the unit and should not be assessed separately.
- Assessment must occur on the job or in a workplace simulated facility with relevant process, equipment, materials, work instructions and deadlines.
- Access is required to materials and equipment relevant to styling a retail display, specifications and work instructions.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=0601ab95-583a-4e93-b2d4-cfb27b03ed73>