



Australian Government

MSFID6009 Produce digital presentations for commercial projects

Release: 2

MSFID6009 Produce digital presentations for commercial projects

Modification History

Release 2 - Prerequisite for MSFID6009 reinstated due to transfer error. No change in outcomes.

Release 1 - New unit of competency

Application

This unit of competency covers preparing, producing and presenting commercial project digital presentations for the promotion and marketing of design services, for the solution of interior decoration and design projects and in accordance with project briefs. It applies to a retail, consulting or design and decoration studio environment and involves application of skills and knowledge at a managerial level.

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

Pre-requisite Unit

MSFID5014	Use CAD applications to complete models and documentation for interior design projects
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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.

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| 1 | Assess project presentation requirements | 1.1 Applicable work health and safety (WHS), legislative and organisational requirements relevant to producing digital presentations for commercial projects are verified and complied with

1.2 Project brief is reviewed and clarified with client to determine presentation requirements

1.3 Parameters for the project 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 | Prepare for digital presentation | 2.1 Space is measured to obtain all dimensions and specifications

2.2 Placement of products and accessories are examined and planned together with application of finishes

2.3 Spatial organisation of the area is assessed and planned in accordance with intended use

2.4 Options for digital presentation solutions are explored

2.5 Concept presentation is prepared and discussion of ideas and themes negotiated with client and other stakeholders |
| 3 | Produce digital presentation | 3.1 Digital presentation options are assessed and compared

3.2 Project-specific digital methodologies are developed

3.3 Personal or business promotional strategies are developed

3.4 Electronic business files and financial tools are managed and used to assist in the development of the presentation

3.5 Final digital presentation is produced and finalised in readiness for the client demonstration |

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| 4 | Present digital demonstration | 4.1 | Presentation methodology is developed and prepared |
| | | 4.2 | Digital strategies are presented to the client, selling the attributes of the design solution |
| | | 4.3 | Sketches, perspective drawings, axonometrics and schedules are electronically presented to support the presentation |
| | | 4.4 | Materials and product schedules are produced and included in the developed design statement and digital presentation |
| | | 4.5 | Floor plan and elevations are produced to portray placement of products and specify finishes using rendering techniques and portrayed digitally |
| | | 4.6 | Presentation of digital information is supported using colour boards and working drawings |

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:**
- 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
- Project brief includes:**
- client needs and objectives
 - client aims and objectives, and criteria for evaluation
 - milestones
 - organisational or personal profiles and aims
 - image requirements and function
 - target market
 - budget
 - timeline
 - consultation requirements
 - colour requirements
- 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
 - product based colour systems, such as Munsell or similar
 - colour matching system, such as Pantone Matching System (PMS)
 - journals (directions magazines)
 - artistic equipment and products
 - model making equipment
- Spaces include:**
- commercial spaces
 - rooms, such as:
 - meeting rooms
 - offices
 - work areas
 - media rooms
 - entertainment areas
 - halls
 - foyers
 - lunch or break areas
 - workstations
 - ancillary areas
- Specifications include:**
- the measurements and procedures by which a product is constructed, and materials to be utilised
- Products include:**
- furniture
 - soft furnishings
 - floor treatments
 - curtain treatments
 - built-in cabinetry or fittings
 - light fittings
 - lamps
 - picture framing
 - tapware
 - kitchen fittings, such as stoves, sinks, hotplates, extractors, scales, fridges, dishwashers and coffee machines
 - hand basins
 - shower parts
 - toilets
 - bidets
 - toilet fittings
 - bathroom fittings
 - connection points
 - switches

- circuits
- hot water systems
- residual current detectors (safety switches)
- lights
- fans
- down lights
- halogen lights
- power outlets
- power boards
- television points
- phone points
- internet connections
- automated systems
- standard wiring systems
- personal computer-integrated bases (data and power)

Accessories include:

- trinkets
- ceramics
- trays
- vases
- carvings
- baskets
- pots
- plants
- candles
- clocks
- silverware
- mirrors
- frames
- screens
- floral displays
- haberdashery
- glassware
- fireplace items
- gifts
- hand crafts
- water features
- photographs
- pottery
- personal items
- statues
- book ends
- bowls

Finishes include:	• bottles • paints • waxes • lacquers • stains • pigments • oils • plastic coatings • veneers • ceramics • stone • glass • textiles • other textures
Spatial organisation includes:	• studying the positioning of elements, traffic flow and suitability of layout for the intended use of the area
Digital presentations include:	• presentation boards • portfolios • photography • data projectors • video and other forms of multimedia • PowerPoint presentations • CAD demonstrations • written presentations • other scenarios utilising different software applications
Themes include:	• variations of colour ways (based on directions media), furnishing trends and decoration trends
Project-specific digital methodologies include:	• electronic walk throughs • product or technique slide shows • virtual galleries for the presentation of ideas and concepts • project-specific details and specifications presented digitally
Personal or business promotional strategies include:	• websites • blogs • virtual galleries • e-portfolios • other profile raising techniques
Electronic business files and financial tools include:	• conventional computer-based software (word processing, databases and spreadsheets) • desktop publishing applications • electronic pricing and quoting systems
Presentation	• a strategic business case for selecting the digital strategy

methodology includes:	presented • a visual presentation and prepared script to accompany the presentation
Sketches include:	• hand drawn images or ideation drawings completed freehand
Perspective includes:	• perspective drawing techniques, including one, two and three point perspective, to demonstrate eye lines and balance
Axonometrics for revealing the construction and the interiors of buildings include:	• a method of drawing in which vertical lines are drawn to scale from an accurate plan which has usually been turned through 45°
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
Schedules include:	• detailed descriptions of which materials, products, finishes and accessories will be selected and how they will be applied
Design statements include:	• a statement which should demonstrate how good design has been taken into account in drawing up the development proposals. Its purpose is to improve the design of all new development. It should include a site analysis, set out the design principles and produce design solutions
Floor plans include:	• a graphical representation in drawing form of the plans that represent how rooms or spaces are linked together in building plans
Elevations include:	• the various views of a design, including front view, rear view, side views, plan view and cut through views
Rendering includes:	• the pictorial representation of plans and elevations using colours, highlighting and shading to provide depth and photo-like drawings

- Colour boards include:**
- a presentation on board displaying the colour usage and coordination with surface finishes, materials and textiles used throughout the project
- Working drawings include:**
- drafted technical drawings or drawings produced on computer using CAD software packages

Unit Mapping Information

Supersedes and is equivalent to LMFID6009A Produce digital presentations for commercial projects.

Links

Companion Volume implementation guides are found in VETNet -
<https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=0601ab95-583a-4e93-b2d4-cfb27b03ed73>