



Australian Government

MSFID6014 Design for retail interiors

Release: 1

MSFID6014 Design for retail interiors

Modification History

Release 1. Supersedes and is equivalent to MSFID6005 Design for retail interiors.

Application

This unit describes the skills and knowledge required to design retail environments for the effective selling of products and services. Retail design covers the application of branding, marketing and consumer research to satisfy the commercial, physiological, psychological, social, cultural and environmental requirements of the interior design brief. Retail environments may be for an entire building or for retail tenancies within larger building complexes.

This unit applies to interior designers.

Licensing, legislative or certification requirements may apply to this unit and relevant state/territory and local government agencies should be consulted to determine any necessary certification or licensing for undertaking interior decoration and design work. Access to construction sites require certification of general induction training specified by the National Code of Practice for Induction for Construction Work (ASCC 2007).

Pre-requisite Unit

N/A

Unit Sector

Interior Decoration and Design

Elements and Performance Criteria

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Analyse the project brief	1.1 Evaluate project specifications, parameters and constraints, and confirm with client 1.2 Select resources appropriate to work requirements 1.3 Identify key project stakeholders and establish required communication protocols
2. Conduct brand analysis and project	2.1 Identify and assess aspects of the space that impact on potential solutions through site analysis and measurement

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
research	2.2 Clarify the intended function of the space and explore with client 2.3 Research and evaluate the features of the brand and target market relating to the brief 2.4 Determine functional and planning issues specific to the site and client requirements 2.5 Identify issues relating to the retail environment and determine their implications for the design project 2.6 Organise and collate research material that informs response to the brief using relevant software 2.7 Develop and document project plan identifying key steps and responsibilities
3. Develop design concepts	3.1 Generate multiple ideas and concepts that are sympathetic to the design brief and brand values 3.2 Explore, integrate and refine different options through a process of reflection and testing 3.3 Identify and address access issues relating the project in design solution 3.4 Assess environmental implications of the project and review design concepts to ensure maximum energy efficiency is achieved in solution 3.5 Test viability of interrelated ideas in an holistic way 3.6 Present concepts to the client using support documentation and tools suited to the scope of the project
4. Design the space	4.1 Translate ideas into three dimensional (3D) space satisfying functional criteria 4.2 Explore evidence of 3D notions through modelling 4.3 Present idea with the greatest potential for success to promote the design's acceptance using both 2D and 3D representations 4.4 Seek client feedback, agree to and record amendments, and revise and refine ideas 4.5 Select a materials palette to enhance spatial ideas 4.6 Modify design in response to critical feedback without losing integrity of the design intention
5. Revise and refine solution	5.1 Assess ergonomic and anthropometric principles in respect to the space and the intended products

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	5.2 Further revise spatial planning and resolve in response to client feedback 5.3 Select and design materials, colours, finishes, fixtures and fittings appropriate to the concept and brief parameters 5.4 Receive feedback through consultation with the client and incorporate into design solution
6. Prepare a fully rendered client presentation	6.1 Choose presentation method, techniques and media based on suitability for the design solution 6.2 Prepare documentation, drawings and material selections that are consistent with the design intent 6.3 Complete work to plan and within brief constraints 6.4 Analyse client feedback and response to determine success in achieving client satisfaction 6.5 Evaluate work through feedback and own reflection, and identify potential improvements for use in future projects

Foundation Skills

The Foundation Skills describe those required skills (such as, language, literacy, numeracy and employment skills) that are essential to performance:

- technology skills to research and present design information and drawings using digital media.

Other foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Unit Mapping Information

Supersedes and is equivalent to MSFID6005 Design for retail interiors.

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 MSFID6014 Design for retail interiors

Modification History

Not applicable.

Performance Evidence

There must be evidence the candidate has completed the tasks outlined in the elements and performance criteria of this unit, and:

- developed and presented designs that meet the requirements of the brief for 3 retail interiors that individually or cumulatively include:
 - analysis of brand, client profiles and marketing
 - custom joinery or display designs.
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Knowledge Evidence

There must be evidence the candidate has knowledge of:

- regulations, conditions and variables relating to the specific retail context:
 - access and accessibility
 - building conditions
 - building standards
 - decision making processes
 - electricity supply
 - egress
 - flexibility of structural changes
 - Fire Resistant Level (FRL) of materials
 - guidelines for traffic flow
 - guidelines relating to the specific use such as health standards
 - lease conditions
 - occupancy rates
 - other occupancy
 - public use patterns
 - safety standards
 - services available
 - size
- Australian Standards, regulatory requirements and the National Construction Code (NCC) affecting the design of retail tenancies within Class 6 buildings:
 - accessibility

- egress
- FRL of materials
- mathematical procedures for estimation and measurement
- branding and marketing, including:
 - brand and brand values
 - brand image
 - client base
 - visual identity
- type and scope of client and/or project brief that informs work in a retail context:
 - budget
 - target market
 - commercial requirements
 - brand analysis
 - point of sale requirements
 - consumer research
 - functional requirements
 - commercial requirements
 - product stock and range
 - retail display requirements
 - lighting
 - signage
 - visual identity
 - way finding
 - shop fronts
 - consumer and user centered processes for design
- how different aspects of space impact on potential solutions, including:
 - colour
 - size
 - shape
 - level of light
 - structural features
- types and features of resources that support the provision of design advice, and how they are used, including:
 - research tools
 - product tools
 - communication tools
- elements and principles of design, their interrelationships, and how they are used in interior design
- ergonomics, anthropometrics, proxemics and aesthetic values
- design process, key stages and associated planning techniques

- types of information that may inform the design process:
 - commercial
 - cultural
 - environmental
 - historical
 - political
 - technological
- types of creative methodologies used in the design process
- types and features of drawings and other visual presentation techniques used to present design solutions
- digital and non-digital sketching and drawing techniques to architectural drawing standards.

Assessment Conditions

Skills must have been demonstrated in the workplace or in a simulated environment that reflects workplace conditions and contingencies. The following conditions must be met for this unit:

- use of suitable facilities, equipment and resources, including:
 - design briefs
 - retail environments for design
 - measuring equipment
 - information technology for research and design presentation.

Assessors must satisfy the NVR/AQTF mandatory competency requirements for assessors.

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