



Australian Government

MSTAT5001 Develop and present design concepts in response to a brief

Release: 1

MSTAT5001 Develop and present design concepts in response to a brief

Modification History

Release 1. Unit Code, Title and Application changed. Title changed for clarity. Unit broadened beyond fashion and garments. Element 1 removed. Foundation Skills field populated. Range of Conditions removed with relevant information moved to Knowledge Evidence. Assessment Requirements clarified with generic foundation skills statements moved to appropriate section and duplication with Performance Criteria removed. Supersedes and is not equivalent to MSTFD5010 Develop and present design concepts within specific guidelines.

Application

This unit describes the skills and knowledge required to develop and present design concepts to the client in response to a specific brief. It includes both the development and refinement of concepts using experimentation processes prior to selection of final concepts. The unit applies to any type of textile product where the design brief provides significant guidance about design needs.

This unit applies to designers working as part of a design team or under supervision.

No licensing or certification requirements exist at the time of publication. Relevant legislation, industry standards and codes of practice within Australia must be applied.

Pre-requisite Unit

Nil

Competency Field

Apparel and Textile Production

Elements and Performance Criteria

Elements	Performance Criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Establish design requirements and initial concepts	1.1 Identify and confirm design brief details and clarify parameters of the project 1.2 Establish communication requirements and channels with client based on scope of the project 1.3 Identify information needs and complete initial research that

Elements	Performance Criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
	supports development of concepts that will meet design brief 1.4 Establish approaches that support sustainability and circularity 1.5 Identify potential design concepts and prepare initial themes 1.6 Collaborate with other members of the design and development team and exchange ideas about potential concepts and modifications 1.7 Select appropriate concepts for further development and establish required design presentation strategy
2. Refine design concepts	2.1 Use testing and experimentation to refine initial concepts based on initial work and collaboration 2.2 Identify and use information on design techniques and processes to achieve desired effects 2.3 Use selection processes to determine final concept for production in consultation with stakeholders 2.4 Prepare artwork and provide specifications in appropriate format, and include any additional documentation required 2.5 Finalise design concepts and relevant support materials for presentation according to agreed presentation strategy
3. Estimate production costs	3.1 Collaborate with team to check and confirm all items and resources required for the designs 3.2 Obtain costs for all materials from relevant sources, compare, and identify preferred suppliers 3.3 Calculate total design costs 3.4 Negotiate amendments or modifications as required to ensure design concept is within budget
4. Present design concepts	4.1 Use materials and presentation techniques to create an effective presentation that is tailored to the target audience 4.2 Outline features and benefits of designs in a positive manner that encourages approval 4.3 Include all client brief and workplace requirements in the presentation 4.4 Document process and costings and store documentation according to workplace procedures

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

- Reading skills to source and interpret diverse information about design and production
- Oral communication skills to collaborate with others in a creative process
- Numeracy skills to make accurate calculations and evidence-based estimates about production costs.

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

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=a203ec5c-de7d-406b-b3e1-8f1a9b76e92e>

Assessment Requirements for MSTAT5001 Develop and present design concepts in response to a brief

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Performance Evidence

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

- develop, cost and present design concepts for at least two different textile products or a small range in response to a specific design brief, with work to include the following:
 - generation of three initial concepts with supporting information for each product (or a single concept applied to a range)
 - final concept that responds to all of the following aspects of a brief:
 - target market
 - budget and cost point
 - materials availability
 - production parameters and constraints
 - quality standards
 - sustainability and circularity requirements
 - communication and reporting requirements.
-

Knowledge Evidence

There must be evidence the candidate has knowledge of:

- elements and principles of design and how they are used to create good design
- industry and market context for products being designed, including local and global trends
- typical design brief requirements and their impact on the design process
- testing and experimentation processes for refining design concepts
- processes that may guide the selection of concepts to progress to production
- use of storyboarding for design concept communication and typical storyboard inclusions
- production, materials and processes considerations for product being designed
- design costs and costing processes, including:
 - time

- labour
- materials and consumables
- overheads
- tools and techniques for communicating and presenting design concepts.
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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:
 - detailed design briefs
 - information technology for research and communication
 - materials for testing and experimentation.

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

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