



Australian Government

Assessment Requirements for MSTFD4005 Communicate and sell design concepts

Release: 1

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Modification History

Release 1. Supersedes and is equivalent to LMTFD4005B Communicate and sell design concepts

Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy the requirements of the elements and performance criteria, and include:

- following work instructions, standard operating procedures (SOPs) and safe work practices
- applying relevant Australian standards
- researching target market and preparing an inspiration board to source ideas for design concept
- applying the elements and principles of design
- developing design concepts for at least two (2) garments based on design brief and inspiration board
- developing a storyboard to respond to the design brief
- using effective communication skills in a presentation to sell the features and benefits of the design concept.

Knowledge Evidence

Evidence must be provided that demonstrates knowledge of:

- safe work practices and procedures and use of personal protective equipment (PPE)
- relevant Australian standards
- design concept development processes:
 - research
 - purchasing trips
 - teamwork
 - event participation
 - attendance at fashion shows
 - experimentation with fabrics, materials and designs
 - draping
 - adaptation of designs
 - storyboards
 - inspiration boards
- requirements of the design brief:
 - garment or range details

- target market
- end uses of product
- cost point
- production requirements
- timelines
- client requirements
- workplace requirements
- quality requirements
- style and feature requirements
- elements and principles of design:
 - repetition
 - gradation
 - rhythm
 - radiation
 - harmony
 - contrast
 - dominance
 - proportion
 - balance
 - unity
- sources of design information and concept inspiration
- components of inspiration boards:
 - shapes
 - textures
 - images
 - photos
 - magazine extracts
 - objects
- components of storyboards:
 - trade sketches of new garment designs
 - illustrations
 - magazine extracts
 - fabric swatches
 - trim or accessory samples
 - colour palette
 - specifications
- characteristics and effects of colour
- characteristics of fabrics and fibres
- presentation skills:
 - effective verbal and non-verbal communication

- active listening
- use of appropriate communication tools
- positive language
- clear statement of main points
- interpersonal communication skills
- seeking and responding to feedback
- encouraging questions
- responding effectively to questions.

Assessment Conditions

- Assessors must:
 - satisfy the assessor competency requirements that are in place at the time of the assessment, as set by the VET regulator
 - have vocational competency in fashion design at least to the level being assessed, with relevant industry knowledge and experience.
- Assessment should occur in operational workplace situations. Where this is not possible, or where personal safety or environmental damage are limiting factors, assessment must occur in a sufficiently rigorous simulated environment reflecting realistic operational workplace conditions. This must cover all aspects of workplace performance, including environment, task skills, task management skills, contingency management skills and job role environment skills.
- Assessment processes and techniques must be appropriate to the language, literacy and numeracy requirements of the work being performed and the needs of the candidate.
- Conditions for assessment must include access to all tools, equipment, materials and documentation required, including relevant workplace procedures, product and manufacturing specifications associated with this unit.

Links

Companion Volume implementation guides are found in VETNet -

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