



Australian Government

MSTGN4022 Communicate design concepts

Release: 1

MSTGN4022 Communicate design concepts

Modification History

Release 1. Unit Code, Title and Application changed. Title simplified. Unit broadened beyond fashion. Elements and Performance Criteria simplified and restructured with Element 1 removed. Content clarified and adjusted to reflect that this unit is about the communication of the concept more than the development of the concept which is found in other units. Foundation Skills field populated. Range of Conditions removed. Assessment Requirements clarified with generic foundation skills statements moved to appropriate section and duplication with Performance Criteria removed. Supersedes and is not equivalent to MSTFD4005 Communicate and sell design concepts and MSTTD4008 Present and promote textile design concepts.

Application

This unit describes the skills and knowledge required to use tools such as storyboards and inspiration boards to communicate design concepts to others. Concepts may be for any type of product.

This unit applies to individuals working in design roles.

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

Competency Field

Generic

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. Prepare to communicate design concepts	1.1 Identify and consider how design concept will be communicated during development phase based on requirements of design brief 1.2 Identify target audience and how this influences communication of the concept 1.3 Use principles of design to identify, collect and collate items that may support design concept communication
2. Create design tools to communicate design concepts	2.1 Identify key elements of a storyboard that will best communicate the design concept 2.2 Develop material that communicates sources of inspiration for

Elements	Performance Criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
	design concept 2.3 Create visual and other information that supports effective concept communication
3. Present design concepts	3.1 Use effective presentation skills with design tools to communicate the concept 3.2 Explain and promote benefits and features of design concepts and process 3.3 Seek feedback on design concepts and tools, and make required modifications

Foundation Skills

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

- Oral communication skills to articulate and explain abstract ideas and engage in discussions about those ideas.

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 MSTGN4022 Communicate design concepts

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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:

- communicate design concepts using physical or digital presentation for at least two products, with communication to include use of:
 - inspiration board
 - storyboard comprising at least four different components
 - the following presentation skills:
 - effective verbal and non-verbal communication
 - language appropriate to the audience
 - clear statement of main points
 - acknowledging and responding to feedback.
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Knowledge Evidence

There must be evidence the candidate has knowledge of:

- the design process
- sources of design information and concept inspiration
- relationship between the design concept and how the design concept is communicated
- components of inspiration boards, including:
 - shapes
 - textures
 - images
 - photos
 - magazine extracts

- objects
- typical components of storyboards, including:
 - trade sketches
 - illustrations
 - magazine extracts
 - fabric swatches
 - trim or accessory samples
 - colour palette
 - specifications
- communication and presentation techniques, including:
 - effective verbal and non-verbal communication tools
 - how to tailor language appropriate to the audience
 - how to structure information for clarity
 - ways to seek and respond to feedback.
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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:
 - design concept for communication
 - presentation materials and tools (physical or digital).

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

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