



Australian Government

SIRRMER011 Design and install merchandise signage

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to prepare signage for use in the display of merchandise and promotional activity. It requires the ability to determine signage requirements, design suitable signage options and arrange production.

This unit applies to visual merchandisers and stylists working in a diverse range of sectors and business contexts. They operate with independence, under limited supervision of others, and within established organisational policies and procedures. They may have responsibility for making a range of creative and operational decisions within the scope of their job role.

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

Pre-requisite Unit

Nil

Competency Field

Merchandising

Unit Sector

Retail

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Determine signage requirements.

2. Design signage.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

1.1. Determine signage purpose and desired messaging and seek any required clarification.

1.2. Identify and confirm signage specifications, budget and constraints.

1.3. Access and review organisational style guidelines and standards to inform signage design.

2.1. Access creative sources of information and identify signage

trends to draw inspiration to inform design.

2.2. Test and experiment with forms of imagery, typography and language that meet purpose, desired messaging and organisational styling requirements.

2.3. Determine the relevance and use of digital and non-digital signage types.

2.4. Identify resources required to produce signage and confirm feasibility and alignment with budget.

2.5. Determine internal and external resourcing and production requirements.

2.6. Identify opportunities to create cost-efficiencies and maximise use of resources.

2.7. Identify and action measures for achieving resourcing efficiencies in signage production.

2.8. Develop a production brief to provide external parties with clear and detailed signage brief.

3. Produce signage.

3.1. Provide a signage production brief to internal and external signage producers.

3.2. Review signage samples and provide feedback for improvements.

3.3. Produce signage using digital and non-digital signage production techniques.

3.4. Monitor signage production to ensure timelines are met.

3.5. Ensure finalised signage meets signage design.

4. Install signage.

4.1. Install signage and adjust as required to ensure visual appeal is maximised.

4.2. Monitor signage to ensure currency and accuracy of information.

4.3. Dispose of unwanted signage, minimising environmental impacts.

4.4. Correctly store unused signage to prevent damage.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria, are listed here, along with a brief context statement.

SKILLS**DESCRIPTION**

- | | |
|-------------------------------|---|
| Oral communication skills to: | • communicate signage requirements to external personnel and ensure agreed understanding. |
| Technology skills to: | • prepare signage designs and produce signage using digital technologies. |

Unit Mapping Information

No equivalent unit.

Links

Companion Volume Implementation Guides -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>

Assessment Requirements for SIRRMER011 Design and install merchandise signage

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- design three of the following types of signage:
 - price signage
 - promotional signage
 - decal signage
 - production information signage
 - directory signage
- design the above signage using the following on at least one occasion:
 - hand drawing
 - digital design software
- prepare a design brief and arrange the external production of one of the above signage types
- use digital and non-digital techniques for the production of one of the above signage types
- install signage on one occasion.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- role of signage in merchandising:
 - promotional
 - pricing
 - information and communication
- common signage types and formats of signage, both digital and non-digital:
 - purpose
 - benefits
 - limitations
- common signage materials and production methods
- key aspects and considerations of signage design and planning:
 - budget
 - materials

- sizing
- time-frame
- imagery
- quantity
- finishing
- typography and its role in signage:
 - digital typography
 - font styles
 - font sourcing
 - use and applicability of various fonts
- imagery and its role in signage
- digital design and its application in signage production
- print production processes as related to the production of signage:
 - print sizes and formats
 - techniques to achieve efficiencies
 - printing methods
 - print finishes.

Assessment Conditions

Skills must be demonstrated in a service industries environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- organisational style guidelines and standards
- space for signage installation
- signage production supplies:
 - materials
 - design tools:
 - digital
 - non-digital.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors, and:

- have worked in a job role for at least two years where they have applied the skills and knowledge within this unit of competency.

Links

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