



Australian Government

Assessment Requirements for SIRRMER021 Design and construct visual merchandising display element

Release: 1

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Modification History

No equivalent unit.

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 and construct three of the following visual merchandising display elements using different construction methods:
 - object
 - prop
 - set
 - supportive element.

The communication of creative development and design intent for the above visual display elements must include digital and hand drawing techniques.

Knowledge Evidence

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

- legal requirements applicable to designing and constructing visual merchandising display elements
- types of visual merchandising display elements and methods of designing and constructing:
 - objects, props, sets and supportive elements
 - activation
 - sensory triggers
 - safety hazards and risks and methods of assessing and managing risks
- methods of design concept costing and budgeting
- methods of assessing commercial viability
- methods of communicating creative development and design intent:
 - digital technology
 - hand drawing
 - two dimensional
 - three dimensional
 - video
 - written

- sculpture
- photography
- imaging
- mixed media
- types of visual merchandising display element requirements and methods for specifying:
 - space
 - scale
 - materials
 - colour
 - finishes
- sources of information about construction materials and methods
- sustainability of construction materials and methods and marketing collateral
- technical drawing techniques and production
- prototyping and production.

Assessment Conditions

Skills must be demonstrated in the workplace or in a simulated work environment that reflects workplace conditions in a service industries environment.

Assessment must ensure access to:

- design brief
- construction materials
- digital technology for communicating, documenting and producing technical drawings.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet -

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