



Australian Government

SIRRMER021 Design and construct visual merchandising display element

Release: 1

SIRRMER021 Design and construct visual merchandising display element

Modification History

No equivalent unit.

Application

This unit describes the performance outcomes, skills and knowledge required to design and produce three-dimensional visual merchandising display elements including objects, props, sets and supports.

This unit applies to senior visual merchandisers and senior stylists working in a diverse range of sectors and business contexts. They operate with independence and within established organisational policies and procedures. They are responsible for making creative and strategic decisions within the scope of their job role.

The skills in this unit must be applied in accordance with Commonwealth and State or Territory legislation, Australian standards and industry codes of practice.

No occupational licensing, certificate 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

PERFORMANCE CRITERIA

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

- | | |
|---------------------------------|--|
| 1. Analyse display environment. | 1.1. Interpret and analyse design brief to determine design intent and requirements.
1.2. Analyse and assess display environment.
1.3. Develop creative design concept to meet design brief.
1.4. Plan, cost and evaluate legal requirements and commercial viability of display elements and activation.
1.5. Document and present design concept for approval. |
| 2. Design display element. | 2.1. Analyse design concept to identify safety hazards and risks, and assess and manage risks.
2.2. Use digital and hand drawing techniques to communicate creative development and design intent.
2.3. Seek and act on feedback to improve design concept.
2.4. Research, evaluate and select construction materials and methods.
2.5. Plan display element construction to meet design brief, design space and budget. |
| 3. Construct display element. | 3.1. Interpret and develop technical drawings for display element.
3.2. Specify display element space, scale, materials, colour and finish requirements.
3.3. Use construction methods to produce display element.
3.4. Check and confirm display element meets design specification. |

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 communications skills to:	- present design concepts to employers - specify design elements.
Numeracy skills to:	interpret, use, communicate and record measurement and financial information related to visual merchandising displays and display elements.
Technology skills to:	access, use and communicate information using digital technology.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for SIRRMER021 Design and construct visual merchandising display element

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>