



Australian Government

SIRRMER022 Develop and implement creative photographic styling solution

Release: 1

SIRRMER022 Develop and implement creative photographic styling solution

Modification History

No equivalent unit.

Application

This unit describes the performance outcomes, skills and knowledge required to interpret and creatively respond to a brief to develop and implement a creative photographic styling solution for a brand.

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.

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|---|---|
| 1. Interpret photographic styling requirements. | <ul style="list-style-type: none">1.1. Read and interpret photographic styling brief and budget.1.2. Consult with stakeholders to clarify brief anomalies and confirm photographic styling intent, target audience and desired outcomes.1.3. Research, interpret and analyse legal requirements and stakeholder and brand market environment.1.4. Research, interpret and analyse industry information to identify and reference photographic styling sources and forecast photographic styling trends. |
| 2. Develop creative solution. | <ul style="list-style-type: none">2.1. Develop and draft creative concept in response to design brief.2.2. Develop and draft photographic styling plan to support implementation of creative concept.2.3. Communicate creative concept and photographic styling plan to stakeholders and gather feedback.2.4. Interpret and use feedback to adjust creative concept and photographic styling plan.2.5. Present creative concept and photographic styling plan to senior executive for approval. |
| 3. Implement photographic styling plan. | <ul style="list-style-type: none">3.1. Brief team members on creative concept and photographic styling plan.3.2. Allocate photographic styling plan roles and responsibilities to team members.3.3. Collaborate with project stakeholders to support implementation of photographic styling plan.3.4. Monitor teamwork to identify and resolve problems.3.5. Monitor implementation against photographic styling plan and make adjustments to achieve outcomes on time and within budget. |

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:

- adapt communication techniques and styles to meet the needs of others and inspire stakeholders.

- Numeracy skills to:
- read, interpret, use, communicate and document:
 - spatial and measurement information related to photographic styling
 - statistical and financial industry information
 - photographic styling budgets
 - photographic production schedules
 - interpret and communicate industry patterns and trends.
- Problem-solving skills to:
- synthesise information from multiple sources to develop creative concepts.
- Initiative and enterprise skills to:
- build and maintain industry network relationships.
- Planning and organising skills to:
- project manage a photographic styling shoot.
- Technology skills to:
- access, use and communicate information using digital technology
 - design and document photographic spatial plans.

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 SIRRMER022 Develop and implement creative photographic styling solution

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:

- develop and manage a team to implement one creative concept and photographic styling plan for a design brief.

Knowledge Evidence

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

- organisational policies and procedures applicable to developing and implementing creative photographic styling plans
- legal requirements applicable to developing and implementing creative photographic styling plans
- sources of photographic styling industry information
- creative concept contents
- photographic styling plan contents:
 - budget
 - production schedule
 - team roles and responsibilities
- trend forecasting techniques
- visual merchandising and photographic styling terminology, techniques and elements relating to brands
- innovation practices and principles
- sustainability practices and principles
- entrepreneurial behaviours
- photographic styling business opportunities and competitive business environment
- project management practices and principles
- communication practices and media
- techniques for processing feedback
- communication problems in a team environment and methods of resolving
- advantages and disadvantages of applications for styled work:
 - print
 - web

- social media.

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:

- organisational policies and procedures applicable to developing and implementing creative photographic styling solutions
- digital technology for research, design, documentation and presentation
- team members, stakeholders and senior executives
- templates for documentation of creative concepts and photographic styling plans.

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

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