



Australian Government

Department of Education, Employment and Workplace Relations

SIRRMER007A Apply lettering

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to lay out and apply lettering to design a variety of signage for use in retail, exhibition and event settings.
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Application of the Unit

Application of the unit	This unit requires the visual merchandising team member to design layout and apply lettering in response to an internal or external client brief. It applies to all frontline visual merchandising team members.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil
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Employability Skills Information

Employability skills

The required outcomes described in this unit contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

- | | |
|--|--|
| 1 Construct tickets, signs and show-cards. | 1.1 Construct freehand pencil alphabets for price tickets and signs using <i>basic lettering styles</i> where required. |
| | 1.2 Select appropriate <i>lettering method</i> and <i>medium</i> to suit application and desired outcome. |
| 2 Apply layout principles. | 2.1 Apply <i>layout principles</i> according to the planned lettering design. |
| | 2.2 Select colour and letter styles to suit promotional theme or corporate image. |
| 3 Produce written text for promotional purposes. | 3.1 Produce illustrated concept sketches for presentation to <i>client</i> . |
| | 3.2 Apply letter styles and decoration appropriate to client requirements and <i>promotional theme</i> are applied. |
| | 3.3 Ensure finished lettering conforms to industry standard. |

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- producing and applying vinyl lettering
- freehand lettering
- producing quick marker lettering
- graphics software lettering application.

The following knowledge must be assessed as part of this unit:

- lettering styles
- layout principles
- the use and workplace applicability of various lettering mediums
- colour principles as applied to lettering.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- examples of industry standard representational images of:
 - promotional banner design
 - computer lettering
 - vinyl lettering
 - quick marker signs
- colour schemes to suit specific promotional themes.

EVIDENCE GUIDE

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated work environment.
- information on:
 - client requirements
 - store image
 - store policy on promotional signage
 - products and services
- retail lettering tools, equipment and materials, including relevant computer software.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in the workplace
- a simulated retail lettering project environment
- third-party reports from a supervisor
- a portfolio of personally designed and produced lettering
- customer feedback
- answers to questions about specific skills and knowledge
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below.

Basic lettering styles may include:

- uniform shapes and proportions
- close letter spacing
- speed and neatness
- letter styles that meet client specifications.

Lettering method may include:

- linear marks of differing intensity and character: thick, sharp, thin, curvilinear or soft (side of pencil, marker or crayon)
- tonal range to produce illusion of three-dimensional form
- linear marks to produce illusion of three-dimensional form
- simple linear perspective
- using colour
- quick marker signs.

Medium may include:

- pencils from B to 6B
- pastels and chalks
- watercolour
- ink
- marker pens
- calligraphy pens
- rulers
- paper
- board
- chalk board
- graphics software
- vinyl lettering machine.

RANGE STATEMENT

Layout principles may include:

- including tight units of meaning
- space frame border
- dominance
- contrast.

Clients may include:

- new or repeat contacts
- external and internal contacts
- customers with routine or special requests
- people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.

Promotional themes may include:

- seasonal events, such as Christmas, Easter, Mother's Day, Father's Day, Valentine's Day, Spring Racing Carnival or Winter Sale
- enterprise-specific promotions, such as a birthday sale, lingerie sale, homewares sale, perfume promotion or watches
- discounts
- specific product promotional events, such as exhibitions.

Unit Sector(s)

Sector

Retail

Competency field

Competency field

Merchandising