



Australian Government

Department of Education, Employment and Workplace Relations

SIRRMER015A Design merchandisers

Revision Number: 1

SIRRMER015A Design merchandisers

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to design merchandisers for a range of display functions.
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Application of the Unit

Application of the unit	This unit requires the team member to apply knowledge of current design trends, the elements and principles of design, target customers and merchandise to be displayed, and to produce drawings and models of merchandisers in response to client briefs. Frontline visual merchandisers are responsible for this role.
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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 Determine functional requirements. | 1.1 Establish <i>client</i> requirements and functional needs through questioning, active listening and discussion. |
| | 1.2 Examine existing corporate image and customer profile to establish design target. |
| | 1.3 Research desirable look, size, materials and functions of available materials for a range of <i>merchandise categories</i> . |
| 2 Develop new design concepts. | 2.1 Apply <i>principles and elements of design</i> to create chosen image. |
| | 2.2 Evaluate chosen image in terms of customer perception for targeted customers. |
| | 2.3 Develop designs for a range of merchandising categories and applications. |

ELEMENT	PERFORMANCE CRITERIA
3 Produce drawings and models.	3.1 Present <i>illustrations</i> and <i>models of designs</i> are presented for client feedback. 3.2 Modify designs as an outcome of client feedback.

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:

- creative skills
- design application
- illustrative and model making skills.

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

- the elements and principles of design
- current design trends
- contemporary design issues
- copyright and intellectual property issues and legislation and their impact on design practice
- the psychological and marketable characteristics of colour in visual merchandising.

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:

- sample analysis of a client brief and subsequent identification of suitable materials
- examples of personally designed merchandisers
- colour schemes to suit specific visual merchandising promotional themes
- answers to questions on retail image design.

EVIDENCE GUIDE

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated work environment
- relevant documentation, such as real or simulated client briefs
- the availability of a studio environment and equipment
- relevant computer hardware and software
- materials
- information on:
 - client requirements
 - store image
 - store visual merchandising standards
 - target customers
 - merchandise categories
 - retail design trends.

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 merchandiser design project
- third-party reports from a supervisor
- a folio of personally developed designs
- client 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.

EVIDENCE GUIDE

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.

Clients may be:

- internal managers and staff
- external to the organisation.

Merchandise categories may include:

- fashion
- fashion accessories
- cosmetics
- personal products
- confectionery
- food and drinks
- homewares
- books.

RANGE STATEMENT

Principles and elements of design may include:

- elements:
 - line
 - shape
 - direction
 - size
 - texture
 - colour
- principles
 - balance
 - gradation
 - repetition
 - contrast
 - harmony
 - dominance
 - unity.

Illustrations may include:

- manually produced illustrations
- computer generated illustrations.

Models of designs may include:

- freestanding
- fixed
- bench style.

Unit Sector(s)

Sector

Retail

Competency field

Competency field

Merchandising