



Australian Government

Department of Education, Employment and Workplace Relations

SIRRMER407 Design merchandisers

Release: 1

SIRRMER407 Design merchandisers

Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
First Release	This is a revised unit, based on and equivalent to SIRRMER015A Design merchandisers.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to apply knowledge of current design trends and the elements and principles of design, target customers and merchandise to be displayed, and produce drawings and models of merchandisers in response to client briefs.

Application of the Unit

This unit applies to frontline visual merchandisers.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Elements	Performance Criteria
Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
1. Determine functional requirements of merchandisers.	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 for merchandisers.	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.
3. Produce drawings and models of merchandisers.	3.1. Present <i>illustrations</i> and <i>models of designs</i> for client feedback. 3.2. Modify designs in response to client feedback.

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication and interpersonal skills to consult with clients
- creative skills to apply elements and principles of design
- illustrative and model making skills
- research skills to explore desirable look, size, materials and functions of available materials for a range of merchandise categories

Required knowledge

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

Evidence Guide

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

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

Evidence of the following is essential:

- develops sample analysis of a client brief and subsequent identification of suitable materials
- develops examples of personally designed merchandisers
- uses colour schemes to suit specific visual merchandising promotional themes.

Context of and specific resources for assessment

Assessment must ensure access to:

- real or simulated retail visual merchandising work environment
- relevant documentation, such as real or simulated client briefs
- 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.

Method 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
- 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.

Guidance information for assessment

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

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the participant, accessibility of the item, and local industry and regional contexts) may also be included.

Clients may be:

- external to the organisation
- internal managers and staff.

Merchandise categories may include:

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

Principles and elements of design may include:

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

Illustrations may include:

- computer-generated illustrations
- manually produced illustrations.

Models of designs may include:

- bench style
- fixed
- freestanding.

Unit Sector(s)

Retail

Competency Field

Merchandising