



Australian Government

Department of Education, Employment and Workplace Relations

SIRRMER508 Produce retail visual illustrations

Release: 1

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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 SIRRMER005A Produce retail visual illustrations.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to produce simple visual illustrations of proposed product presentations and exhibition displays. It covers design elements, illustration techniques and colour schemes to produce illustrations that depict in situ product presentations and exhibition displays. It also includes consulting with clients to clarify available budgets.

Application of the Unit

This unit applies to frontline visual merchandisers and visual merchandiser supervisors and managers.

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

Element	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. Produce product illustrations.	1.1. Use <i>illustration techniques</i> and relevant <i>equipment and materials</i> to depict accurate observation of products. 1.2. Apply shading, tonal scales, contour, variation in weight of line work, and balance of negative space to depict products. 1.3. Accurately reflect colour and finish of sample products. 1.4. Depict products in correct proportion and to <i>customer</i> specification.
2. Produce images of objects and interiors.	2.1. Use accurate observation of proportion in sketch illustrations. 2.2. Draw sketches of objects and interiors in perspective. 2.3. Demonstrate effective contrast of tone, colour and surface in sketch illustrations. 2.4. Depict in situ mannequins in correct proportion.
3. Produce interior and exterior colour schemes.	3.1. Negotiate terms of brief and budget limitations with client. 3.2. Produce colour sample boards to demonstrate <i>interior and exterior colour schemes</i> with colours and textures to suit corporate image, target market and <i>promotional themes</i>. 3.3. Produce store and merchandise colour concepts with accurate specifications and tonal rendering to meet client requirements.
4. Produce colour schemes for promotions.	4.1. Produce colour schemes to suit specific visual merchandising promotional themes. 4.2. Design sketches to reflect <i>design elements</i> required for the visual identity of the promotion. 4.3. Use colour visual sketches to demonstrate how the colour scheme will appear in situ.
5. Produce quick sketches.	5.1. Use a variety of methods, techniques and effects to describe fixtures, product presentations and display points. 5.2. Produce sketches suitable for presentation to industry.

Required Skills and Knowledge

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

Required skills

- communication and interpersonal skills to:
 - ask questions to identify and confirm requirements
 - negotiate with internal and external groups and teams with regard to visual merchandising through clear and direct communication
 - share information
 - use and interpret non-verbal communication
 - use language and concepts appropriate to cultural differences
- technical skills to:
 - use colour planning and blocking in retail visual merchandising design concepts
 - use hand-drawn in-perspective sketching
 - use tone, colour and surface in sketch illustrations

Required knowledge

- roles and responsibilities of internal and external groups and teams with regard to visual merchandising
- relevant legal and legislative provisions relating to the development and manufacture of visual merchandising signs, including work health and safety (WHS)
- elements and principles of design
- 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 examples of accurate representational images of selected objects and interiors
- uses colour schemes to suit specific visual merchandising promotional themes
- develops quick marker sketches.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated retail visual merchandising work environment
- relevant documentation, such as sample client briefs
- information on:
 - client requirements
 - store image
 - products and services
- retail illustration tools and materials, including relevant computer software.

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 illustration project environment
- client feedback
- answers to questions about specific design 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 individual, accessibility of the item, and local industry and regional contexts) may also be included.

Illustration techniques may include:

- linear marks of differing intensity and character, including:
 - curvilinear
 - sharp
 - soft, using side of pencil, marker or crayon
 - thick
 - thin
- linear marks to produce illusion of three-dimensional (3-D) form
- online illustrations
- quick marker sketches
- simple linear perspective
- tonal range to produce illusion of 3-D
- using colour
- using mixed drawing media and a range of techniques to produce drawings.

Equipment and materials may include:

- charcoal
- coloured pencils
- fine liner pens
- marker pens
- pastels and chalks
- pencils from B to 6B
- watercolour.

Customer may include:

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

Interior and exterior colour schemes may be for:

- department stores
- exhibition stands
- interiors and exteriors of shops.

Promotional themes may include:

- seasonal events, such as:
 - religious holidays
 - Mother's day

- Father's day
- Valentine's day
- sports events
- seasonal sales
- cultural themes, such as:
 - Japanese
 - Mexican
 - Tuscan
- enterprise-specific promotions, such as:
 - birthday sale
 - homewares sale
 - lingerie sale
 - perfume promotion
- specific product promotional events, such as exhibitions.

Design elements may include:

- colour
- direction
- line
- shape
- size
- texture.

Unit Sector(s)

Retail

Competency Field

Merchandising