



Australian Government

SITXMPR010 Create a promotional display or stand

Release: 1

SITXMPR010 Create a promotional display or stand

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to create a displays and stands for promotional purposes. It requires the ability to identify the objectives of the promotion, determine the audience, select all display components and assemble the display or stand.

The unit applies to all industry sectors. Individuals working with some level of independence create displays at promotional events or within their own workplaces. This includes sales and marketing personnel, managers and owner-operators of small businesses. Displays may be used to promote any product, service, event; group of products cooperatively marketed, or city, region or tourism precinct.

This unit does not cover the skills of a specialist display designer or visual merchandiser.

The skills in this unit must be applied in accordance with Commonwealth and State/Territory legislation, Australian/New Zealand standards and industry codes of practice.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Marketing and Public Relations

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

1. Make preparations for display or stand.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Determine display or stand objectives.
- 1.2. Obtain operational information to assist in display or stand preparation to allow time for adequate planning.

- 1.3. Plan display or stand to meet target audience needs.
 - 1.4. Select and organise adequate display supplies and transportation arrangements according to display plan.
 - 1.5. Identify need for, and seek assistance from, display specialists where appropriate.
2. Create display or stand.
 - 2.1. Create or dress display or stand, making creative use of available materials and supplies.
 - 2.2. Consider the elements and principles of design in creating the display.
 - 2.3. Use display techniques that maximise visual appeal of display and reflect nature of product or service being promoted.
 - 2.4. Use display equipment correctly and safely.
 - 2.5. Check display or stand to ensure safety of colleagues and customers.
 - 2.6. Disassemble display safely and according to organisational procedures.

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
Reading skills to:	interpret information about the needs of the target audience and operational aspects of the display or stand.
Numeracy skills to:	work with concepts of size, space and layout.

Unit Mapping Information

Supersedes and is equivalent to SITXMPR002 Create a promotional display or stand.

Links

Companion Volume implementation guides are found in VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>

Assessment Requirements for SITXMPR010 Create a promotional display or stand

Modification History

Not applicable.

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:

- create two different displays and dress two different promotional stands to meet specific organisational objectives
- use three of the following in the above displays and stands:
 - cultural artefacts
 - fabric
 - flags
 - freestanding display options
 - local produce
 - printed materials
 - product samples
 - signs
 - three-dimensional (3-D) materials
- create the above displays and stands:
 - applying the elements and principles of design
 - safely and within typical workplace time constraints.

Knowledge Evidence

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

- industry contexts in which displays are used:
 - information centre displays
 - promotional functions
 - shopping centre promotions
 - trade and consumer shows
 - window displays
- information to be considered when preparing a promotional display or stand:
 - budget allocation
 - floor plans
 - nature of display area

- need for utilities
- need for waste management
- work health and safety requirements
- security
- set-up times and duration
- type of surface on which display is to be created
- materials and equipment used for display in different locations and settings
- elements and principles of design as they apply to the creation of displays and stands
- visual merchandising techniques using commonly available materials, and techniques for maximising the effectiveness of collateral in displays
- work health and safety practices for transporting, carrying and assembling the display or stand
- safety issues associated with the construction and operation of promotional displays and stands in different venues.

Assessment Conditions

Skills must be demonstrated in an operational business environment. This can be:

- an industry workplace; or
- a simulated industry environment set up for the purposes of assessment.

Assessment must ensure access to:

- display space or promotional stand
- display and promotional materials used in the relevant industry sector
- display and stand supplies.

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

Links

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