

UNIT CODE	SIRRMERXXXX
UNIT TITLE	Design and construct visual merchandising display element
APPLICATION	<p>This unit describes the performance outcomes, skills and knowledge required to design and produce three-dimensional visual merchandising display elements including objects, props, sets and supports.</p> <p>This unit applies to senior visual merchandisers and senior stylists working in a diverse range of sectors and business contexts. They operate with independence and within established organisational policies and procedures. They are responsible for making creative and strategic decisions within the scope of their job role.</p> <p>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.</p> <p>No occupational licensing, certificate or specific legislative requirements apply to this unit at the time of publication.</p>
PREREQUISITE UNIT	Nil
COMPETENCY FIELD	Merchandising
UNIT SECTOR	Retail

ELEMENTS	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Analyse display environment.	1.1 Interpret and analyse design brief to determine intent and requirements. 1.2 Analyse and assess display environment. 1.3 Develop creative design concept to meet design brief. 1.4 Plan, cost and evaluate commercial viability of display elements and activation. 1.5 Document and present design concept for approval.

2. Design display element.	<p>2.1 Analyse design concept to identify safety hazards and risks to assess and manage risks.</p> <p>2.2 Use digital technology to communicate creative development and design intent.</p> <p>2.3 Seek and act on feedback to improve design concept.</p> <p>2.4 Research, evaluate and select construction materials and methods.</p> <p>2.5 Plan display element construction to meet design brief, design space and budget.</p>
3. Construct display element.	<p>3.1 Interpret and develop technical drawings for display element.</p> <p>3.2 Specify display element space, scale, materials, colour and finish requirements.</p> <p>3.3 Use construction methods to produce display element.</p> <p>3.4 Check and confirm display element meets design specifications.</p>

FOUNDATION SKILLS	
<i>Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.</i>	
SKILLS	DESCRIPTION
Reading skills to:	■
Writing skills to:	■
Oral communications skills to:	■ adapt communication techniques and styles to meet the needs to others and inspire employers.
Numeracy skills to:	■ interpret, use, communicate and record display and financial information related to visual merchandising displays and display elements.
Learning skills to:	■
Problem-solving skills to:	■
Initiative and enterprise skills to:	■
Teamwork skills to:	■
Planning and organising skills to:	■
Self-management skills to:	■

Technology skills to:	<ul style="list-style-type: none"> ■ access, use and communicate information using digital technology.
UNIT MAPPING INFORMATION	No equivalent unit
LINKS	Companion Volume Implementation Guide

TITLE	Assessment Requirements for SIRRMERXXX Design and construct visual merchandising display element
PERFORMANCE EVIDENCE	<p>Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:</p> <ul style="list-style-type: none"> ■ designed and constructed three of the following visual merchandising display elements using different construction methods: <ul style="list-style-type: none"> ○ object ○ prop ○ set ○ supportive element.

KNOWLEDGE EVIDENCE	<p>Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:</p> <ul style="list-style-type: none"> ■ legal requirements applicable to designing and constructing visual merchandising display elements ■ types of visual merchandising display elements and methods of designing and constructing: <ul style="list-style-type: none"> ○ objects, props, sets and supportive element ○ activation ○ sensory triggers ○ safety hazards and risks and methods of assessing and managing risks ■ methods of design concept costing and budgeting ■ methods of assessing commercial viability ■ types of visual merchandising display elements requirements and methods for specifying: <ul style="list-style-type: none"> ○ space ○ scale ○ materials ○ colour ○ finishes ■ sources of information about construction materials and methods ■ sustainability of construction materials and methods and marketing collateral ■ technical drawing techniques and production ■ prototyping and production.
ASSESSMENT CONDITIONS	<p>Skills must be demonstrated in the workplace or in a simulated work environment that reflects workplace conditions in a service industries environment.</p> <p>Assessment must ensure access to:</p> <ul style="list-style-type: none"> ■ design brief ■ construction materials ■ digital technology for communication, documentation and producing technical drawings. <p>Assessors must satisfy the Standards for Registered Training Organisations requirements for assessors.</p>
LINKS	<p>Companion Volume Implementation Guide</p>