

**SKILLS FRAMEWORK FOR RETAIL
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Copywriting					
TSC	Print Management					
TSC Description	Manage print production, monitor progress and apply quality control procedures to ensure compliance with project specifications as well as contractual agreements					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	RET-COP-1002-1.1	RET-COP-2002-1.1	RET-COP-3002-1.1	RET-COP-4002-1.1		
	Collate relevant information from various sources to prepare documentation of print production monitoring reports	Produce monitoring reports which contain details of progress for pre-production, production and post-production activities within specified timeframe	Identify requirements, brief teams and keep control records for job planning production activities and ensure all safety precautions are complied with	Manage print production and apply quality control procedures to ensure compliance with the project specifications and contractual agreements		
Knowledge	<ul style="list-style-type: none"> • Methods to set up equipment safely • Methods to maintain the required standard for the print equipment • Types of cutting edge print production techniques • Trending topics on emerging print production technology • Principles behind basic layout production, image manipulation and digital outputs 	<ul style="list-style-type: none"> • Methods to set up equipment safely • Methods to maintain the required standard for the print equipment • Types of cutting edge print production techniques • Trending topics on emerging print production technology 	<ul style="list-style-type: none"> • Mechanics of a print production environment • Identification of job requirements for print production • Methods to set up equipment safely • Methods to maintain the required standard for the print equipment • Ways to diagnose production faults and take action to resolve it • Types of cutting edge print production techniques • Application of print production trends and techniques and its impact on existing work processes • Trending topics on emerging print production technology • Types of precaution to be taken during the operation of equipment 	<ul style="list-style-type: none"> • Mechanics of a print production environment • Types of production schedule • Methods to manage print production schedule • Quality assurance procedures • Identification of job requirements for print production • Methods to maintain the required standard for the print equipment • Ways to diagnose production faults and take action to resolve it • Types of cutting edge print production techniques • Methods to predict upcoming trends • Trending topics on emerging print production technology • Application of print production trends and techniques and its impact on existing work processes 		
Abilities	<ul style="list-style-type: none"> • Collate relevant information from various sources to report status update pertaining to the print production 	<ul style="list-style-type: none"> • Produce monitoring reports which contain details of progress for pre-production, production and post- 	<ul style="list-style-type: none"> • Coordinate the set-up of equipment for production • Check colour proofs in accordance to required colour shades, tints and 	<ul style="list-style-type: none"> • Manage print production • Oversee quality control procedures to ensure alignment with brand guidelines and visual 		

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	<ul style="list-style-type: none"> • Set up print production equipment safely and ensure maintenance of equipment • Assist in producing and preparing monitoring reports 	<p>production activities within specified timeframe</p> <ul style="list-style-type: none"> • Conduct research on trends and techniques used within the printing industry 	<p>tones and visual designs</p> <ul style="list-style-type: none"> • Monitor and adjust the setting of the various components of the printing equipment • Diagnose and correct production faults of the printing equipment to resolve print problems • Assess print production trends and techniques • Implement new technology and new work processes • Analyse basic principles of toner, inkjet or liquid toner-based made for different jobs 	<p>designs</p> <ul style="list-style-type: none"> • Comply with project objectives and contractual agreements • Evaluate and adopt new printing technologies within current work processes • Monitor trends and techniques within the printing industry • Evaluate new printing technologies • Develop the principles behind basic layout production, image manipulation and digital outputs • Identify new technologies and implement within current work processes 		
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