

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

TSC Category	Copywriting					
TSC	Print Production Trends and Techniques					
TSC Description	Evaluate trends and techniques within the printing industry as well as implement new technology and new work processes					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		RET-COP-2003-1.1	RET-COP-3003-1.1	RET-COP-4003-1.1		
		Conduct research on trends, techniques, new technology and work processes used within the printing industry that are relevant to the organisation	Assess print production trends and techniques within the printing industry and implement new technology and work processes	Monitor trends and techniques within the printing industry and develop the principles behind basic layout production, image manipulation, digital outputs and workflows		
Knowledge		<ul style="list-style-type: none"> Types of cutting edge print production techniques Trending topics on emerging print production technology Principles of layout production, image manipulation and digital outputs 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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"> Conduct research on trends and techniques used within the printing industry Apply different types of cutting edge printing production techniques within the printing industry Apply principles of layout production, image manipulation and digital outputs to final output 	<ul style="list-style-type: none"> Assess print production trends and techniques Implement new technology and new work processes Analyse basic principles of toner, inkjet or liquid toner-based to inform decisions made for different jobs 	<ul style="list-style-type: none"> Monitor trends and techniques within the printing industry Evaluate new printing technology Develop the principles behind basic layout production, image manipulation, digital outputs Identify new technologies and implement within current work processes 		