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

TSC Category	Copywriting
TSC	Typeface and Layout Production
TSC Description	Develop and manage the typefaces and layout production plans that conform to creative briefs

TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		RET-COP-2005-1.1	RET-COP-3005-1.1	RET-COP-4005-1.1	RET-COP-5005-1.1	
		Select and apply equipment, tools, materials and techniques for typeface and layout production in accordance with design approaches and track and identify resources required for the development of typeface and layout productions	Check and monitor that the typeface and layout productions conform to brief, including technical production and/or printing requirements	Develop typeface and layout production plans to ensure consistency with the selected approaches and briefs and manage typeface and layout productions	Create, curate and manage the organisation's web assets and content using appropriate systems and platforms to engage prospects and customers on the organisation's value propositions	
Knowledge		• Criteria for selecting equipment, tools and materials for typeface and layout production • Type of equipment, tools and materials for typeface and layout production • Appropriate techniques for typeface and layout production • Concepts of storyboarding and story telling • Methods for tracking and documenting resources in terms of typeface and layout production • Criteria for identifying the resources in terms of typeface and layout production	• Organisation's design and layout production strategy • Typeface and layout production strategy • Processes involved in monitoring that the typeface and layout conform to production brief • Criteria for assessing the effectiveness of typeface and layout production plan	• Organisation's design and layout production strategy • Typeface and layout production strategy • Processes involved in managing typeface and layout production • Method for ensuring consistency of typeface and layout product according to the production brief	• Overall organisational' s content management strategy • Policies on web content creation and curation • Web content for deployment • Organisation's web properties and assets • Factors for evaluating the adoption of content management systems • Creation and curation of web content guidelines • Web content and platform management systems • Application of emerging system capabilities in web content management • Criteria for evaluating web content and platforms	
Abilities		• Select equipment, tools and materials for typeface, layout production and design software • Apply suitable design techniques for typeface and layout production • Track and document the	• Ensure typeface and layout productions conform to production briefs • Assess the effectiveness of typeface and layout production plan • Develop typeface and layout production brief	• Translate organisation's design and layout production strategy to typeface and layout production implementation plan • Develop design and layout production • Manage typeface and	• Manage the organisation's web assets and content	

		resources required for the development of typeface and layout production • Identify the resources used for the development of typeface and layout production		layout production plan to ensure consistency to the production brief	