

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

TSC Category	Design and Illustration					
TSC	Colour Concept Application					
TSC Description	Apply and use principles of colour theory for product design development as well as advise customers on colour compatibility					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	RET-DNI-1001-1.1	RET-DNI-2001-1.1	RET-DNI-3001-1.1			
	Review and reflect on use of colours and what it communicates as well as apply concepts of colour theory to advise on colour compatibility	Conduct tests on colour theory in the relevant context and identify different uses of colour to support design concepts and idea generation	Evaluate and confirm design themes based on marketing or brand campaign concepts as well as apply colours and its application in different contexts			
Knowledge	<ul style="list-style-type: none"> • Colour attributes and colour relationships • Emotional, cultural and situational aspects of colour application • Individual interpretation and choice in relation to the use of colours • Materials, tools and equipment required to experiment with colours in relevant contexts • Effect of colour matching • Use of colours to achieve the desired results 	<ul style="list-style-type: none"> • Colour attributes and colour relationships • Emotional, cultural and situational aspects of colour application • Individual interpretation and choice in relation to the use of colours • Materials, tools and equipment required to experiment with colours in relevant contexts • Effect of colour matching • Use of colours to achieve the desired results 	<ul style="list-style-type: none"> • Colour attributes and colour relationships • Emotional, cultural and situational aspects of colour application • Individual interpretation and choice in relation to the use of colours • Materials, tools and equipment required to experiment with colours in relevant contexts • Effect of colour matching • Use of colours to achieve the desired results 			
Abilities	<ul style="list-style-type: none"> • Review and reflect on one's use of colours and what it communicates • Ensure safe use of materials, tools and equipment during experimentation with colour • Apply concepts of colour theory to advise on colour compatibility 	<ul style="list-style-type: none"> • Carry out colour matching for development of visual designs or merchandise displays based on design themes • Collate information to build a knowledge of colours and its application in different contexts • Test different colours and colour combinations through experimentation • Use one's ideas as a way of testing, challenging or confirming colour theory 	<ul style="list-style-type: none"> • Establish design themes based on marketing or brand campaign concepts or design concepts • Apply colour tones, colour contrast, colour matching and colour dominance relevant to the products or designs in alignment to design themes • Apply the use of the right colours to achieve the desired results or effect 			