

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

TSC Category	Design and Illustration					
TSC	Design Concepts Generation					
TSC Description	Build preliminary ideas on innovative design concepts and different ways to address needs and opportunities of target stakeholders					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			RET-DNI-3002-1.1	RET-DNI-4002-1.1	RET-DNI-5002-1.1	
			Research and evaluate existing information that informs new concept development as well as analyse concepts in terms of their suitability for the target audience or purpose, their feasibility and their commercial potential	Integrate ideas generated and create specifications to relevant parties for approval, funding or endorsement	Lead teams through the idea generation processes to develop preliminary concepts as well as inspire, produce and manage the generation of creative concepts and ideas	
Knowledge			<ul style="list-style-type: none"> Fundamental design principles for effective design solutions Techniques for generating creative ideas and solutions Methods to translate ideas into workable concepts Factors that influence design solutions 	<ul style="list-style-type: none"> Creative strategies Target audience profiles Techniques for generating creative ideas and solutions Methods to translate ideas into workable concepts Factors that influence design solutions 	<ul style="list-style-type: none"> Creative strategies Target audience profiles Research and analysis Process management Concept generation process Media landscapes Variety of creative genres Creative mediums Ways to inspire or motivate staff 	
Abilities			<ul style="list-style-type: none"> Generate design ideas and concepts in alignment to branding and/or marketing campaign objectives and target market profiles Develop design concepts based on fundamental design principles Evaluate concepts in terms of commercial potential Test, analyse and evaluate designs to refine effectiveness of the design solutions Compare concepts with best practice examples of similar products, programs, processes or services 	<ul style="list-style-type: none"> Expand the potential of new ideas through exploration of opportunities Identify factors that may impact on ideas or concepts to be developed, including potential for commercialisation Develop preliminary ideas on innovative and different ways to address needs and opportunities Establish parameters for developing ideas and concepts to meet market requirements Review design ideas and concepts 	<ul style="list-style-type: none"> Develop strategic directions and frameworks to generate creative concepts and ideas Conduct research and assess resource requirements Lead teams through the idea generation process to develop preliminary concepts Choose concepts for further development and develop project plans Propose solutions to issues or challenges faced during concept development Pitch creative concepts to relevant stakeholders 	

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			<ul style="list-style-type: none"> • Research and identify different types of design concepts for effective design solutions 			
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