

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

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| TSC Category | Design and Illustration | | | | | |
| TSC | Visual Collaterals Production | | | | | |
| TSC Description | Develop and create design briefs and storyboards based on project requirements | | | | | |
| TSC Proficiency Description | Level 1 | Level 2 | Level 3 | Level 4 | Level 5 | Level 6 |
| | | RET-DNI-2007-1.1 | RET-DNI-3007-1.1 | RET-DNI-4007-1.1 | | |
| | | Prepare appropriate materials and resources to produce 2D graphics and set up and apply computer software based on production and technical requirements | Draft 2D graphics, evaluate software compatibility with production and technical requirement and identify required software changes based on evaluation results | Develop design briefs and storyboards, manage production of 2D graphics to ensure technical specifications and requirements are met and select appropriate software in relation to specified multimedia delivery platforms | | |
| Knowledge | | <ul style="list-style-type: none"> • Basic 2D graphical techniques and principles • Digital imaging methods • Creative elements of a production • Interpret design brief for materials and resources preparation • Basic editing principles (e.g. composition, framing, pacing and timing) • Copyright laws, regulations and clearance procedures | <ul style="list-style-type: none"> • 2D graphic techniques and principles • Digital imaging methods • Design and drawing skills • Production standards and procedures • Procedures to customise software based on project requirements • Types of resources for producing illustrations and graphics • Types of design specifications and briefs • Types of project requirements • Functions of illustration and graphics • Types of techniques to finalise the finished artwork • Criteria and processes for evaluating artwork • Types of modifications required to meet project requirements • Types, techniques and processes of manual production drawings • Types of computer-aided drawing equipment, | <ul style="list-style-type: none"> • Maintenance of design integrity • Production standards and procedures • Types of 2D graphic software • Procedures to customise software based on project requirements • Design and drawing skills • Digital imaging methods • Copyright laws, regulations and clearance procedures • Storyboarding • Types, techniques and processes of manual production drawing • Types of computer-aided drawing equipment, software, techniques and processes • Conventional signs and markings for drawings | | |

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| | | | <p>software, techniques and processes</p> <ul style="list-style-type: none"> • Conventional signs and markings for drawings • Infringement of Copyright Act | | | |
| Abilities | | <ul style="list-style-type: none"> • Assemble art assets and resources to meet project requirements • Select appropriate software and equipment in accordance with project requirements • Develop illustration and graphics • Evaluate illustration and graphics according to project requirements | <ul style="list-style-type: none"> • Interpret design specifications and briefs to identify project requirements • Source and collate information pertinent to design specifications and brief • Seek clarifications and address queries about project requirements with stakeholders • Generate creative ideas and concepts that meet project requirements • Customise design software to suit production and technical requirements • Develop visual collaterals • Evaluate finished visual collaterals according to project requirements • Adhere to appropriate submission format in accordance to project requirements • Identify drawing conventions and specifications based on project requirements • Draft initial drawings based on production notes • Check drawings to ensure compliance with workplace documentation requirements | <ul style="list-style-type: none"> • Produce detailed design briefs for 2D graphics • Extract supplementary data from drawing files to meet job requirements • Customise software based on project and technical requirements • Analyse and organise information based on project requirements • Manage art assets and resources according to project requirements • Manage idea generation processes • Manage production processes of visual collaterals • Manage quality and budget of visual collaterals • Present finished visual collaterals to stakeholders for acceptance • Establish drawing requirements and document dimensions, angles, shapes and finished sizes of project requirements • Identify and select appropriate medium for drawings • Refine drawings to meet project requirements within scope of authority | | |