

TSC Category	Marketing Communications					
TSC	Collateral Production					
TSC Description	Work with stakeholders to design, develop and print collaterals					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	HAS-DES-1039-1.1	HAS-DES-2039-1.1	HAS-DES-3039-1.1			
	Support the production of collateral	Prepare job specifications to define print production requirements	Liaise with stakeholders to design, develop and print collaterals			
Knowledge	<ul style="list-style-type: none"> Types of collaterals Purposes of producing collaterals Production process of collaterals Techniques for sourcing of relevant content to be incorporated into collaterals Types and sources of copywriters, designers and printers Types of information to solicit from potential vendors to determine suitability for the production job 	<ul style="list-style-type: none"> Advantages and disadvantages of various press methods Types of printing materials Types of packing methods Importance of packing methods and delivery 	<ul style="list-style-type: none"> Information needed to produce collaterals Content of collaterals Factors in designing collaterals Profiles of collaterals' target audience groups Printing process of collaterals Legal, regulatory, ethical and socio-cultural constraints related to the development of collaterals 			
Abilities	<ul style="list-style-type: none"> Identify key components of collaterals Collate appropriate content to be incorporated into collaterals Identify potential vendors to engage for the production of collaterals Consolidate information obtained from potential vendors to facilitate comparison and selection, based on needs 	<ul style="list-style-type: none"> Establish types of print products and job specifications Propose content to be incorporated into the collaterals Determine appropriate press methods and post-press processes Determine appropriate post-press packing and delivery methods Document job specifications, to define print production requirements 	<ul style="list-style-type: none"> Liaise with internal and/or external stakeholders to design and develop collaterals to convey messages Monitor production to ensure that collaterals are completed according to relevant organisational guidelines and policies Evaluate effectiveness of collaterals to recommend improvements in future designs 			

			<ul style="list-style-type: none">Review best practices on the development of collaterals to improve process efficiency and collateral effectiveness			
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