

**SKILLS FRAMEWORK FOR LANDSCAPE
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE**

TSC Category	Design					
TSC	Visual Communication					
TSC Description	Design visual communication output to elicit emotional connections and responses from target audience					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			LNS-COM-3005-1.1	LNS-COM-4005-1.1	LNS-COM-5005-1.1	
			Prepare visual presentations to communicate design outcomes to a target audience	Create visual messages and experiences to convey information and ideas across multiple visual formats and channels	Drive the development of novel visual communication formats through experimentation and innovation	
Knowledge			<ul style="list-style-type: none"> • Elements of visual communication design, such as typography, logos and information design • Usage of camera for photography and videography • Visual communication design concepts and techniques • Best practices in visual communication • Colour fundamentals and forms • Usage of industry relevant design software packages 	<ul style="list-style-type: none"> • Elements of visual communication design, such as typography, logos and information design • Best practices in visual communication • Usage of relevant design software packages • Colour fundamentals and forms • Techniques to analyse aesthetics 	<ul style="list-style-type: none"> • History and theories of visual communication • Components of visual communication library • Best practices in visual communication • Relations between culture and appropriate visual communication output • Issues in production of visual communication output 	
Abilities			<ul style="list-style-type: none"> • Utilise industry relevant software to design graphical images and visuals • Conduct research on relevant visual formats for presenting ideas and processes • Operate camera to record sequences that meet the aesthetic requirements of visual format' • Develop visual presentations and forms to exhibit design 	<ul style="list-style-type: none"> • Initiate visual communication ideas through exploration • Integrate media, materials, processes and environment in the development of visual communication output • Create storyboards and task flow designs to communicate visual intentions to the team • Evaluate the design work of stakeholders 	<ul style="list-style-type: none"> • Provide visual design feedback and guidance to team members • Develop alternative plans and solutions to resolve anticipated technical issues that may occur when producing visual communication output • Experiment with traditional and emerging design practices to innovate new methods for visual communication 	

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			<p>outcomes to intended audience</p> <ul style="list-style-type: none"> Manipulate basic elements of design based on feedback from stakeholders 	<ul style="list-style-type: none"> Propose suggestions to enhance the visual formats of designs Critiques own work or work with others to enhance visual communication output Develop strategies to enhance appeal of visual communication output 	<ul style="list-style-type: none"> Drive innovative visual design concepts across multiple channels to increase interaction with audience Develop overall visual communication language for the organisation, encompassing typography, interaction and image-making standards 	
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