

Title	Design and lay out signs		
Level	3	Credits	20

Purpose	<p>This unit standard is for people working in the signmaking industry.</p> <p>People credited with this unit standard are able to produce briefs and designs for signs, and lay out signs.</p>
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Classification	Printing > Signmaking
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Available grade	Achieved
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Guidance Information

- 1 Legislation and references
 Copyright Act 1994
 Resource Management Act 1991
 Relevant Regional and Local Authority bylaws.

- 2 Definitions
Client refers to customers for whom signmaking services are rendered.
Company procedures refer to documented procedures used by the organisation carrying out the work and applicable to the tasks being carried out. They may include but are not limited to – standard operating procedures, site safety procedures, equipment operating procedures, codes of practice, quality assurance procedures, housekeeping standards, charging of time and materials, management of drawings and documentation, procedures to comply with legislative and local body requirements.

- 3 Range
 Evidence is required of a minimum of two different signs.

Outcomes and performance criteria

Outcome 1

Produce briefs and designs for signs.

Performance criteria

- 1.1 Brief identifies the requirements of the client for the production of a sign in terms of use, purpose, target audience, and budget, and outlines the specifications required for the sign to meet client requirements.

- 1.2 A plan which identifies all the different processes to be undertaken is developed to meet the requirements of the brief by the given deadline in accordance with job specifications, and company procedures.
- 1.3 Design and layout principles and practices are incorporated into the design of each sign in accordance with job specifications, and company procedures.

 Range design and layout principles and practices may include but are not limited to – eye flow, balance, proportion, harmony, contrast, space, scale, alignment, proximity, consistency, legibility, readability.
- 1.4 A conceptual design which meets the brief requirements and design principles is produced for client approval in accordance with company procedures.
- 1.5 Final design is produced and checked for compliance with job specifications, client requirements, and company procedures.

 Range compliance may include but is not limited to – tonal range, composition, resolution, colours, contrast, brightness.
- 1.6 Final design is presented for endorsement by the client in accordance with company procedures.

Outcome 2

Lay out signs.

Performance criteria

- 2.1 Sketches are produced to meet the agreed design in accordance with company procedures.
- 2.2 Draft layouts are reviewed in consultation with the client in accordance with company procedures.
- 2.3 Final layouts are saved and stored in accordance with company procedures.

This unit standard is
expiring

Replacement information	This unit standard replaced unit standard 1034, unit standard 1035, unit standard 1036, and unit standard 1048.
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This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	19 January 2012	31 December 2016
Revision	2	16 April 2015	31 December 2022
Review	3	20 April 2017	31 December 2022
Rollover	4	17 August 2017	31 December 2022

Consent and Moderation Requirements (CMR) reference	0005
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

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