

Title	Create and design documents digitally for printing		
Level	4	Credits	30

Purpose	People credited with this unit standard are able to: produce briefs and design documents for jobs; create and design documents digitally; proof and save documents and make corrections; and print jobs.
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Classification	Printing > Digital Processes for Print
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Available grade	Achieved
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Guidance Information

1 Legislation, regulations and/or industry standards relevant to this unit standard include but are not limited to the:

- Copyright Act 1994;
- Health and Safety at Work Act 2015;
- Privacy Act 2020;
- Resource Management Act 1991.

Any new, amended or replacement Acts, regulations, standards, codes of practice, guidelines, or authority requirements or conditions affecting this unit standard will take precedence for assessment purposes, pending review of this unit standard.

2 Definitions

A *brief* refers to a clear description of the outcomes sought by the customer and the constraints to be met by a successful solution. Brief must contain a statement of use and purpose, and requirements against which the document can be evaluated.

A *conceptual design* refers to a drawing or sketch which clearly indicates the final product and is of a standard suitable to show to a customer.

Current industry best practice in typography is described as including:

- use of white space in body text by paragraph spacing or indented paragraphs
- use of generous margins
- use of contrast (colour, size, style)
- appropriate line length and spacing and letter spacing for text
- use of hierarchy in headings
- correct use of tabs and indents
- use of appropriate sized type for intended use and audience
- use of paragraph and character styles in the software application
- consistent use of spaces, punctuation marks and capital letters
- absence of spelling mistakes
- appropriate choice of fonts so that all text has good readability, legibility and eyeflow.

Job requirements refer to specific requirements for the print job at hand. These requirements may or may not be covered in the workplace job documentation and may include special instructions or quality requirements expected by the customer and/or the production standards of the print workplace and/or organisation.

Workplace procedures refer to organisation policies and procedures that are documented in memo, electronic, or manual format and available in the workplace. They may include but are not limited to – standard operating procedures, site specific procedures, site safety procedures, equipment operating procedures, quality assurance procedures, product quality specifications, manufacturer's requirements, references, approved codes of practice, housekeeping standards, environmental considerations, on-site briefings, supervisor's instructions, and procedures to comply with legislative and local body requirements relevant to the print sector.

3 Range

Candidates must provide evidence of a minimum of five jobs. Each job must include a brief and a plan.

Jobs may include – multi page documents or a series of branded documents; one document must include the use of tables.

Digital designs and production will include – folded, single colour, duotone, multi colour, and process colour jobs.

4 Assessment information

Evidence presented for assessment against this unit standard must be consistent with safe working practices and be in accordance with applicable service information, workplace procedures and legislative requirements.

Outcomes and performance criteria

Outcome 1

Produce briefs and design documents for jobs.

Performance criteria

1.1 Produce a brief for the design and production of each printed document.

Range use, purpose, target audience, constraints, printing technology.

1.2 Develop a plan which identifies the different processes required to realise the brief for the given deadlines.

1.3 Incorporate design and layout principles and practices into the design of each document.

Range may include but is not limited to – eye flow, balance, proportion, harmony, contrast, space, scale, alignment, proximity, repetition, consistency.

1.4 Produce a conceptual design which meets each brief's requirements and design principles for customer approval.

Outcome 2

Create and design documents digitally.

Performance criteria

- 2.1 Select and use appropriate software.
- 2.2 Assemble documents electronically from the conceptual design to meet job requirements.
- 2.3 Format text to meet current industry best practice in typography.
- 2.4 Check documents to ensure that the quality of graphics used meets the job requirements.
- Range may include but is not limited to – tonal range, composition, resolution, clear cutting, colours, contrast, brightness, moiré patterns, size.
- 2.5 Check documents to ensure that the use of text and graphic images are in accordance with privacy and copyright standards.
- 2.6 Manage electronic files.
- Range may include but is not limited to – saving, naming, storage, backups, bleeds, crop marks, folds, colour and its management.

Outcome 3

Proof and save documents and make corrections.

Performance criteria

- 3.1 Proof documents, compare to the briefs, and correct to meet job requirements.
- 3.2 Obtain approval for final proofs from the customer.
- 3.3 Save job files in the appropriate format for the identified printing process.

Outcome 4

Print jobs.

Range may include a one-off print or a production run.

Performance criteria

- 4.1 Open job files and prepare for the identified printing process.
- 4.2 Print job files.

- 4.3 Check jobs to ensure that client and workplace expectations and specifications are met.

Replacement information	This unit standard replaced unit standard 17923.
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Planned review date	31 December 2027
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	18 October 2012	31 December 2025
Review	2	30 March 2023	N/A

Consent and Moderation Requirements (CMR) reference	0013
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact Hanga-Aro-Rau Manufacturing, Engineering and Logistics Workforce Development Council qualifications@hangaarorau.nz if you wish to suggest changes to the content of this unit standard.