

Title	Demonstrate knowledge of digital screen display technology, and create a digital signage promotion		
Level	4	Credits	40

Purpose	<p>This unit standard is for people working in the signmaking industry wishing to specialise in digital signage.</p> <p>People credited with this unit standard in digital signage promotion are able to explain: the use of screen display technology; the use of presentation display hardware; the use of software; and create a digital signage promotion.</p>
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Classification	Sign Making > Sign Making - Specialisation
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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:
Health and Safety at Work Act 2015.

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

Service information – refers to the recommended use and maintenance of machinery, tools and equipment by the manufacturer or supplier.

Job specifications – detail that defines an object being made; commonly communicated by annotated and dimensioned drawings; by written description, or by other communication media. External references may also be used to specify objects such as tables or industry standards.

Workplace procedures – refers to organisation policies and procedures that are documented in memo, electronic, or manual format and available in the workplace, and are consistent with manufacturer's requirements. 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, 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 signmaking sector.

3 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

Explain the use of screen display technology in digital signage promotion.

Performance criteria

1.1 Explain the use, advantages, and disadvantages of digital screen types.

Range screen types – liquid crystal display (LCD), light emitting diode (LED), touch, emergent technologies; advantages and disadvantages – resolution (viewing distance), brightness ratings, weatherproof ratings, durability, maintenance, interactivity.

Outcome 2

Explain the use of presentation display hardware in digital signage promotion.

Range installation cost, operational cost, effect, customisation, maintenance, lifespan, alternatives, interactivity.

Performance criteria

2.1 Explain the use, advantages, and disadvantages of video walls.

2.2 Explain the use, advantages, and disadvantages of digital billboards.

2.3 Explain the use, advantages, and disadvantages of projected displays.

2.4 Explain the use, advantages, and disadvantages of touch screen displays.

2.5 Explain the use, advantages, and disadvantages of media players.

Outcome 3

Explain the use of software in digital signage promotion.

Performance criteria

3.1 Explain content creation software in terms of available types, use, and application to produce still and moving digital imagery for signage promotion.

- 3.2 Explain content management software in terms of available types, use, and application to store and edit still and moving digital imagery, and interactivity options for signage promotion.

Outcome 4

Create a digital signage promotion.

Performance criteria

- 4.1 Select still and moving digital signage imagery to meet the job requirements.
- 4.2 Specify and install hardware in accordance with job specifications.
- 4.3 Specify and supply software in accordance with job specifications.
- 4.4 Commission digital signage promotion.

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	20 April 2017	31 December 2025
Review	2	29 September 2022	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 the 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.