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| Title | Prepare documents containing variable data for direct mail production | | |
| Level | 3 | Credits | 15 |

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| Purpose | People credited with this unit standard, in direct mail production, are able to prepare data for variable data merging; merge variable data and prepare files for production. |
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| Classification | Printing > Direct Mail Production |
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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;
- 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

Job documentation refers to the documentation that is used in the workplace that contains the instructions and requirements for a particular production job. This may include but is not limited to workplace orders, production orders, workplace specifications, samples, lay cards.

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

Specifications refer to a 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 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 Assessment information
The candidate will complete a minimum of fifty different jobs which use graphics, text and data dynamically. The completed jobs may be verified by a workplace supervisor where client confidentiality requirements apply.
- 4 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

Prepare data for variable data merging in direct mail production.

Performance criteria

- 1.1 Receive data from data storage, check files, and report any issues to supervisor.
- 1.2 Format data in accordance with job requirements and ensure that all variable information is complete.
- 1.3 Run validation software to ensure that addresses are compliant with postal requirements.
- 1.4 Produce report for client to confirm postage costs.

Outcome 2

Merge variable data and prepare files for direct mail production.

Performance criteria

- 2.1 Check job documentation to ensure that all specifications for the process being undertaken are complete and report any discrepancies.
- 2.2 Open and view files received from customer, and check to ensure that all necessary information is included.

Range file types may include but are not limited to – graphics, design, text, data;
checks include – printability, completeness, data accuracy, inclusion of required graphical assets.
- 2.3 Assemble dynamic documents by merging data, and prepare for proofing.
- 2.4 Check screen versions of jobs against job documentation to ensure consistency with job requirements.

- 2.5 Produce printed proofs and submit for approval. Where revisions are required, adjust files and re-proof.
- 2.6 Prepare print ready files for production.

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| Planned review date | 31 December 2028 |
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Status information and last date for assessment for superseded versions

| Process | Version | Date | Last Date for Assessment |
|--------------|---------|----------------|--------------------------|
| Registration | 1 | 24 August 2023 | N/A |

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| 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.