

Title	Produce promotional and marketing graphics		
Level	4	Credits	8

Purpose	People credited with this unit standard are able to: develop a design brief and prepare to produce graphics for marketing and promotion; develop the visual layout and produce a production-ready solution for promotional and marketing graphics; and evaluate the final promotional and marketing graphics, and make any necessary modifications.
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Classification	Design > Generic Design
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Available grade	Achieved
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Guidance Information

- 1 It is suggested that activities associated with attaining this unit standard be combined with other activities involved in the design, development, realisation and presentation phases of a project.
- 2 Performance of all outcomes must comply with legislation that may have an impact upon client needs and requirements such as, but not limited to – Building Act 2004, Copyright Act 1994, Consumer Guarantees Act 1993, Designs Act 1953, Fair Trading Act 1986, Health and Safety at Work Act 2015, Patents Act 2013, Privacy Act 1993, Resource Management Act 1991, Trade Marks Act 2002, and subsequent amendments.
- 3 In the process of attaining this unit standard, learners are expected to use a range of computing, printing, and photographic methods, in addition to graphic media and techniques, where appropriate.
- 4 Development of the written design brief requires establishing contact with the client and determining, in consultation with the client, the scope of the project.
- 5 Examples of knowledge and skills required in order to meet the outcomes of this unit standard are – use of lettering and type, grids, layout of text and visual elements, presentation visuals, commercial expectations of final media quality; camera-ready print to the quality used in magazines, newspapers, instructional texts, corporate reports, and promotional literature; and, understanding of the necessity to evaluate outcomes in relation to the market and the consumer, while meeting client requirements.

Outcomes and performance criteria

Outcome 1

Develop a design brief and prepare to produce graphics for marketing and promotion.

Performance criteria

- 1.1 Detailed design brief is developed that meets client requirements.
- 1.2 Design specification is established that allows evaluation of the design outcome and client approval for it is gained.
- 1.3 Techniques required to solve the problems in the brief are identified.
- 1.4 Information is researched, collated, and analysed to address the problems in the brief.

Outcome 2

Develop the visual layout for promotional and marketing graphics.

Performance criteria

- 2.1 Graphic concepts are explored, using drawing, to produce ideas for solving the problems.
- 2.2 Visual layout is developed that communicates solutions for solving the problems.

Range may include but is not limited to – illustration, lettering, type, text layout, colour.
- 2.3 Final promotional and marketing graphics concept is developed and client approval for it is gained.

Outcome 3

Produce a production-ready solution for promotional and marketing graphics.

Performance criteria

- 3.1 Graphic techniques are selected which enable the realisation of the final graphics.
- 3.2 Processes are selected and applied which enable the realisation of the graphics.

Range may include but are not limited to – scanning, printing, photography, computing, lettering, visual arts.

- 3.3 A completed promotional and marketing graphics solution is produced that meets both client approval and production requirements.

Outcome 4

Evaluate the final promotional and marketing graphics, and make any necessary modifications.

Performance criteria

- 4.1 Final design proof is checked against the requirements of the brief to identify any needed modifications.
- 4.2 Graphics solution is modified, where necessary, to meet client and production requirements.

Planned review date	31 December 2023
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	31 August 1996	31 December 2013
Revision	2	8 October 1998	31 December 2013
Review	3	26 February 2002	31 December 2013
Revision	4	15 January 2004	31 December 2013
Rollover and Revision	5	26 March 2007	31 December 2013
Rollover and Revision	6	18 October 2012	31 December 2020
Rollover and Revision	7	19 September 2013	31 December 2020
Rollover	8	16 February 2017	31 December 2020
Review	9	28 March 2019	N/A

Consent and Moderation Requirements (CMR) reference	0235
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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 NZQA National Qualifications Services nqs@nzqa.govt.nz if you wish to suggest changes to the content of this unit standard.