

<b>Title</b>	<b>Develop a graphic image to promote a product or service</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>5</b>

<b>Purpose</b>	People credited with this unit standard are able to: define the character of the product or service to establish a graphic image; create and develop a graphic image for the product or service; and use the graphic image to promote the product or service to a specified audience.
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<b>Classification</b>	Design > Generic Design
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<b>Available grade</b>	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.

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### Outcomes and performance criteria

#### Outcome 1

Define the character of the product or service to establish a graphic image.

#### Performance criteria

- 1.1 Market profile is developed in accordance with client and design brief requirements.
 

Range	target audience; consumer need; size; budget; cultural, social and environmental considerations.
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- 1.2 Nature of the specific product or service is described in terms of market profile.
- 1.3 Character of the product or service is defined to create and develop a graphic image.

**Outcome 2**

Create and develop a graphic image for the product or service.

**Performance criteria**

- 2.1 Image is created that reflects the defined character of the product or service.
- 2.2 Developed image identifies the product or service to the target audience.
- 2.3 Layout and media are used that enable communication of the graphic image.

**Outcome 3**

Use the graphic image to promote the product or service to a specified audience.

**Performance criteria**

- 3.1 Visual communication of the image enables presentation of the subject to the specified audience.
- 3.2 Media techniques are used that communicate the product or service to the specified audience.
- 3.3 Presentation of the image to the specified audience promotes the product or service in terms of the design brief requirements.

<b>Planned review date</b>	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
Revision	3	18 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

<b>Consent and Moderation Requirements (CMR) reference</b>	0235
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

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**Comments on this unit standard**

Please contact NZQA National Qualifications Services [nqs@nzqa.govt.nz](mailto:nqs@nzqa.govt.nz) if you wish to suggest changes to the content of this unit standard.