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| Title | **Develop design concepts** | | |
| Level | **3** | **Credits** | **8** |

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| Purpose | These competency standards will ensure that the trainee will be competent to develop the initial design and its sketches and take it to the end product. This will done based on the product/ service unique selling point (USP) and knowledge of target market and requirements of the client. |

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| Classification ISCED | 0611 Computer use |

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| Available grade | Competent / Not yet competent |

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| Modification history | N/A |

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| **Competency Unit** | **Performance Criteria** | **Knowledge and Understanding** |
| **L1:**  **Identify Unique Selling Point (USP) of Product/ Service** | **Trainee will be able to:**  **P1.** Collect requirements and needs of target market/ audience.  **P2.** Identify the unique selling point of product or service.  **P3.** Express and implement the idea in visual form in the design. | **Trainee will be able to:**  **K1.** Highlight unique selling point of a given product/ service by analyzing product characteristics, price structure, placement strategy or promotional strategy.  **K2.** Analyze requirements/ needs of target market/ audience.  **K3.** Find out what emotional need is being specifically met by your product or service.  **K4.** Know what motivates customer behavior and buying decisions.  **K5.** Discover unique aspects of product or service that competitors cannot imitate.  **K6.** Create design about unique product or service |

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| **L2:**  **Define particular branding guidelines and themes** | **Trainee will be able to:**  **P1**. Design effective brand guidelines  **P2.** Outline colour themes based on brand guidelines  **P3.** Apply brand guidelines in design creation | **Trainee will be able to:**  **K1.** Formulate the significant idea which permeates the brand.  **K2.** Live the brand; formulate the guidelines in the look and feel of the new brand design.  **K3.** Relate to the knowledge of elements, principles of elements, perspective, typography, color theory to create brand guidelines, brand manual and themes. |
| **L3:**  **Visualize the layout of the concept following brand guidelines** | **Trainee will be able to:**  **P1.** Conceptualize products and/or services.  **P2.** Arrange thoughts and concepts in order to develop thumbnails sketches. | **Trainee will be able to:**  **U1.** Comprehend the development process of thumbnails for objects and design.  **K1.** Create and sketch the page or canvas with layout based on brand guidelines.  **K2.** Review the composition of elements following concepts learned in module 2.  **K3.** Collect, organize and apply material in the layout. |