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| Title | **Build design concepts** | | |
| Level | **4** | **Credits** | **7** |

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| Purpose | These competency standards will ensure that the trainee will be competent to provide the concepts of a project from identifying its USP to creating the video sequence. |

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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 |
| **B1**: Learn the use of Unique Selling Point (USP) of Product/ Service. | **P1**: Extract USP of a given product/ service by analyzing product characteristics, price structure, placement strategy or promotional strategy  **P2**: Analyze requirements/ needs of target market/ audience  **P3**: To know what motivates your customers' behavior and buying decisions.  **P4**. Create design about your unique product or service. | **K1**: Have an understanding of requirements and needs of target market.  **K2**: Identify the unique selling point of product or service.  **K3**: Express implement the idea in visual forms design and video depending on client’s requirement  **K4**: Identify aspects of your product or service that your competitors cannot imitate |
| **B2**: Get to know branding guidelines and themes | **P1**: Design effective brand guidelines  **P2**: Develop color themes based on brand guidelines  **P3**: Use of brand guidelines in their design creation | **K1**: Pick up the big idea which permeates the brand, design the guidelines in the look and feel of the new brand design  **K2**: Understand the knowledge of elements, principles of elements, storyboarding for creating brand guidelines, brand manual and themes |

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| **B3**: To check layout the concept of brand guidelines | **P1**: Develop concept of products and services  **P2**: Create and design the page or canvas layout based on brand guidelines  **P3**: Create and design the page or canvas layout based on brand guidelines  **P4**: Develop thumbnail sketches of objects and design | **K1**: Analyze concepts in order to develop thumbnails sketches  **K2**: Learn the design to develop the sketches |