

DP3	SUBJECT	ASSESS.
	DIDDP314	1

Course  
**MSF50213 Diploma of Interior Design and Decoration**

Unit of competency  
**BSBCRT501A Originate and develop concepts**  
**BSBDES502A Establish, negotiate and refine a design brief**

Delivery Mode(s)  
**All**

Assessment Task Title  
**Produce and pitch initial design concept for given brief**

## BACKGROUND

You have been selected to pitch for an exciting and unique design job. You will utilise existing and improved skills in concept development, creative thinking techniques and presentation in order to produce a design concept which you will sell to the client with the aim to win the job and see it through to completion. Winning this job means a lot to you at this early stage of your career, it will bring significant financial rewards, an opportunity to extend your network, showcase your skills and creative ability but most importantly allow you to make your mark in the industry, gain respect and attention from industry leaders and build a solid foundation for a worthy reputation in the world of design.

The pitch involves two parts, one being a schematic presentation of initial conceptual ideas envisaged for the project and two being the refined final concept pitch to the client.

## CLIENT

Fast Eddie's is a barbershop situated on the outskirts of a large Australian city. The owner, 33 year old Ben Marks, is keen to increase his client base and reach out to the amount of foot traffic that moves through the middle of the CBD. Ben has decided to open another Fast Eddie's in the heart of the city, and has already found new premises for the shop. He has asked you to pitch for this project.

Fast Eddie's customers are generally men aged 19-45 and are looking for more than just an average haircut. They have a unique style, and are at the cutting edge of fashion and trends. Ben prides himself on providing his customers with an environment which reflects this. Fast Eddie's is not just a place for a haircut, it's a place to catch up with mates, hang out, talk about music, art, tattoo's, skateboarding and explore new hair trends.

## BRIEF

Fast Eddie's new location will require an entirely new fitout. This fitout should take into consideration the company's existing clientele, and also open itself to attracting new customers.

The barbershop will require the following:

- one point of sale
- three haircutting stations
- one waiting area
- one small storage area
- interior signage
- three vintage barber chairs

You do not need to specify the barbershop chairs, as the client already has acquired three vintage chairs that he wants to use in the space.

The following is to be specified and designed

- Finishes
- Mirrors
- Signage medium and finishes
- Storage and shelving
- Lighting
- Point of sale joinery
- Hair cutting station joinery
- Furniture

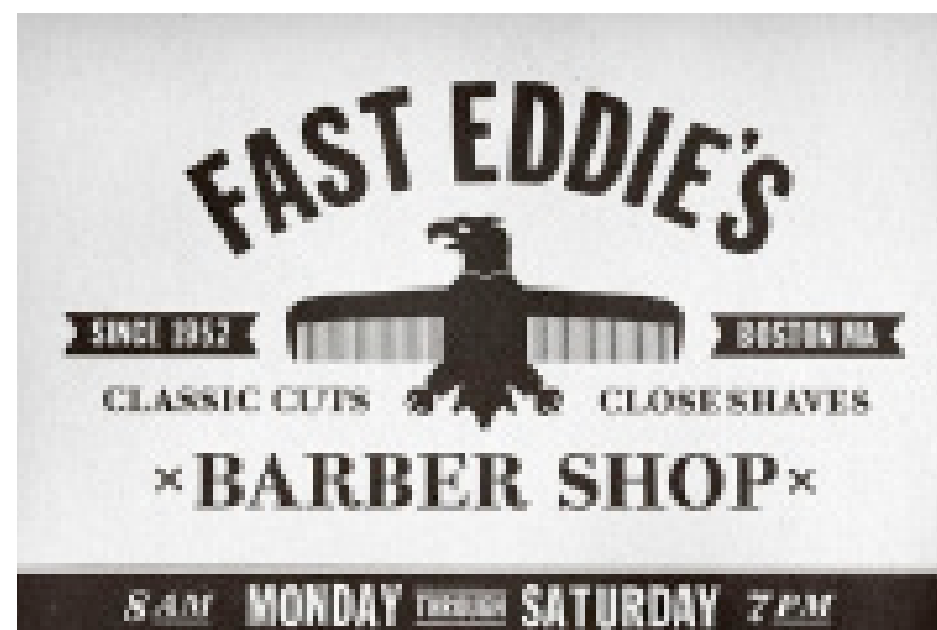
## DELIVERABLES

For the first pitch, you will be required to produce a concept presentation to the client to sell your ideas but also obtain feedback on the initial concept.

In order to achieve this, you will use the site information and templates provided to undertake and produce the following :

1. Brief Analysis
2. Research report:
  - Projects of a Related Nature
  - Current and forecasted industry trends in both design, design services and retail service design
  - Businesses in the same field as Fast Eddies and the similarities and differences between them
  - Social, ethical and environmental issues that may be relative to the design of the space and the functioning of Fast Eddie's as a business
3. Presentation of concepts
  - Mood board
  - Images of suggested finishes, furniture, fittings and features
  - 2 x floor plan options

All of this information should be saved in one file as a PDF.



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## POLICY AND PROCEDURE

This course is delivered and administered in accordance with College policies and procedures. These are available online from <http://www.think.edu.au/about-think/thinkquality/our-policies>.

## PERFORMANCE CRITERIA

### BSBCRT501A

- 1.1. Research and evaluate existing information that informs new concept development
- 1.2. Where appropriate, identify and use gaps in current range of products, programs, processes or services as the catalyst for generating new ideas or concepts
- 1.3. Expand the potential of new ideas through exploration of opportunities beyond the obvious
- 1.4. Identify factors that could have an impact on ideas or concepts to be developed, including potential for commercialisation
- 1.5. Determine whether other players are filling identified gaps or investigating similar opportunities
- 1.6. Develop preliminary ideas on innovative and different ways to address needs and opportunities
- 1.7. In consultation with relevant stakeholders, agree on broad parameters for developing ideas and concepts to meet market requirements
- 2.1. Use a range of creative thinking techniques to generate innovative and creative concepts to address identified needs
- 2.2. Challenge, test and experiment with different concepts and ideas as part of a collaborative process
- 2.4. Take account of social, ethical and environmental issues as concepts and ideas are generated and discussed
- 2.5. Identify resources required to achieve desired creative and innovative outcomes
- 2.8. Present proposed concepts or approaches in an appropriate format

### BSBDES502A

- 1.1. Identify and make appropriate contact with relevant stakeholders for the design project, in addition to the client
- 1.2. Identify and source information and references relevant to the design project
- 1.3. Undertake critical analysis of sources and extract key information to inform the design project
- 1.4. Liaise with client and other key stakeholders to determine overall objectives and parameters for the design project
- 1.5. Pro-actively seek, review and act upon information needed to inform constructive communication with client
- 1.6. Build trust and respect between self and client through effective use of communication skills and demonstration of professional integrity
- 2.3. Present ideas in an appropriate format/medium and seek feedback from key stakeholders

## REQUIRED SKILLS

1. Communication skills to explain ideas and to have discussions about design concepts with others
2. Literacy skills to read and interpret information about 2-dimensional design
3. Visual literacy skills to make judgements about the application of the design process to 2-dimensional forms.

## REQUIRED KNOWLEDGE

1. Copyright, moral rights, intellectual property issues and legislation, and their impact on aspects of design
2. Creative thinking techniques that can be used as part of the design process
3. Elements and principles of design as applied to 2-dimensional forms
4. Materials, tools and equipment required for the design of 2-dimensional forms in the relevant work context
5. Notion of individual interpretation and choice within the design process
6. Particular challenges and issues in the design of 2-dimensional forms.