

DP3	SUBJECT	ASSESS.
	DIDDP314	2

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 final design concept for a given brief**

**BACKGROUND**

You have presented your initial concept concept and are now in the second round of the pitch. Taking on feedback from the client as well as self and peer evaluation you will now refine your concept and undertake further design development.

**BRIEF**

We are at the business end of the pitch stage now and it's time to step it up a notch. For this assessment you will need to look at the viability of your concept, compare it against others to determine whether your concept really is better than the competition and look at improving and finessing your design.

In order to do this, you will need to record and analyse feedback from clients and peers as well as conduct your own evaluation in order to assess the viability and effectiveness of your concept. You will need to compare it to competitors and industry leaders as a way of ensuring you produce the most impressive, unique and suitable design solution possible.

You will also need to approach an industry specialist and receive feedback on the feasibility and workings of one of your custom designed pieces to ensure it can be brought to life.

Finally you will pitch your refined concept to the client and provide them with documentation that will allow them to begin making this concept a reality. You will also produce a client agreement outlining the roles and responsibilities of each party should the client choose to run with your proposed concept.

**DELIVERABLES**

For the second pitch you will be required to produce a presentation to the client selling your final concept.

In order to achieve this you will need to undertake and produce the following:

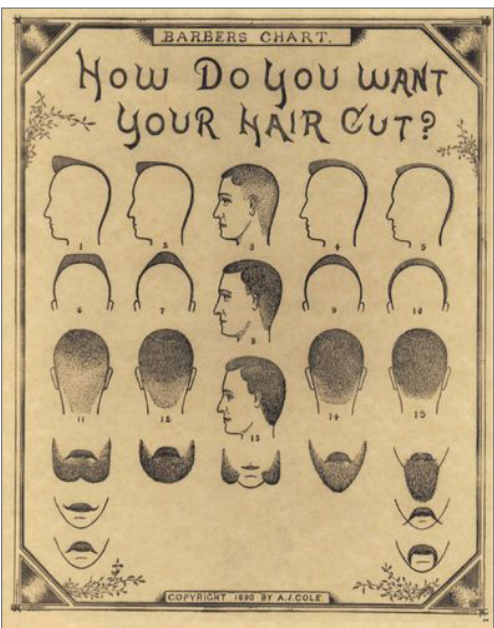
1. Conduct and record evaluation of concept from yourself, peers and the client. Ensure that you compare your own design to at least one other similar fitout.
2. Choose 1 joinery item that you have designed, seek and document advice from an industry specialist regarding the technical difficulty, resources required, cost and constraints in manufacturing the item.

Combine in one PDF named 'Job Folder'

3. Complete final design package including:
  - Design statement
  - Client agreement
  - Presentation board showing final rendered floor plan, min. 2 x elevations, min 3 x 3D visualisations, as well as images of finishes, furniture, features and fittings
  - FF&E Schedule with costings

Combine into on PDF named 'Final Design Package.

4. Collect evidence of self and peer evaluation of the final design and save to 'Job Folder'



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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**

2.3. Evaluate concepts in terms of their suitability for the target audience or purpose, their feasibility and their commercial potential

2.6. Evaluate the effectiveness of different strategies for achieving desired outcomes

2.7. Select concepts or approaches that achieve required outcomes in an innovative and feasible way

3.1. Ensure concept development process is open to ongoing refinement and testing

3.2. Seek input and feedback on concepts from relevant stakeholders

3.3. Seek specialist advice on creative and technical aspects of proposals as required

3.4. Compare concepts with best practice examples of similar products, programs, processes or services

3.5. Use a range of creative and practical criteria to determine the advantages and disadvantages of different concepts

3.6. Evaluate constraints on the realisation of concepts or ideas

3.7. Refine proposals based on analysis and feedback

4.1. Use refined concepts as the basis for developing detailed implementation specifications

4.2. Present specifications to relevant parties for approval, funding or endorsement

4.3. Reflect on methodology used to generate concepts and ideas and note ways of improving this in the future

**BSBDES502A**

2.1. Develop concepts and ideas for inclusion in design brief that take account of overall objectives and parameters

2.2. Undertake own analysis of concept and challenge ideas and approaches taken to ensure responsiveness to project needs

2.3. Present ideas in an appropriate format/medium and seek feedback from key stakeholders

2.4. Use effective communication techniques to generate discussion, debate and critical analysis

2.5. Re-evaluate and refine options based on own analysis and discourse with others

2.6. Establish and agree on final nature and scope of design brief with client and accurately document details

3.1. Negotiate and agree terms and conditions of the brief in accordance with relevant organisational and professional standards

3.2. Clarify, agree and document roles and responsibilities of those involved in the project

3.3. Confirm agreements in writing in accordance with organisational requirements

3.4. Identify the need for and seek specialist advice in developing, formal agreements or contracts where

**REQUIRED SKILLS**

1. critical thinking and analytical skills to:

2. a. interpret and respond to a design brief

b. evaluate information from a wide range of sources to develop design ideas

3. literacy skills to interpret technical information associated with using software programs at an advanced level

4. planning and organising skills to develop and monitor a logical workflow for the technical design process

5. problem-solving skills to identify and resolve technical and conceptual issues with graphics

6. literacy skills to research and evaluate a wide range of source materials for the development of ideas and concepts

7. numeracy skills to develop realistic costings for realisation of design concept

8. planning and organisational skills to guide and coordinate the process of negotiating and finalising a design brief

**REQUIRED KNOWLEDGE**

1. issues and requirements to commercialise the concept

2. legal requirements that affect work in a given industry context

3. practical and operational issues to be considered in a specific work or community context

4. range of broad practical and operational issues that determine whether a concept can be implemented (in any context)\

5. legal issues that affect negotiations and contracts in the relevant work context