



NVQ Design support level 2

Guidance on portfolio building

Introduction

This booklet sets out some ideas about what to put in your portfolio for NVQ Design support, level 2.

What is a portfolio

For NVQ Design support your portfolio should consist mainly of artwork. Because the job of the portfolio is to prove what you can do and understand about design it needs to be organised carefully to match the details of the units that you need to complete.

Most artwork will show what you have done quite clearly, but may not show how you did it or why that you did it in the way that you did. So some of what you need to prove to meet the units will have to come from other kinds of evidence.

Artwork for different design specialisms

The kind of artwork you produce will vary according to the design specialism that you work in. There are four main areas of design.

<i>Graphic design</i>	If you are designing – branding, corporate identity, packaging, design for print, design for advertising (e.g. new media and multimedia, web, the Internet and the Intranet). Your artwork will typically consist of digital printouts, freehand sketches, layouts, and mock-ups.
<i>Fashion & textile design</i>	If you are designing – clothing, footwear and accessories, design for print and constructed textiles (e.g. knitting, weave and carpets). Your artwork will typically consist of 2D work, such as sketches, mood boards, design sheets, illustrations, photographs of 3D outcomes, patterns and layplans, samples and test pieces, CAD printouts, and 3D work, such as toiles, mock-ups, sample garments and lengths.
<i>Product design</i>	If you are designing – domestic products (e.g. ceramics, furniture, lighting consumer and electrical goods), crafts and industrial design. Your artwork will typically consist of 2D work, such as sketches, CAD digital printouts, design sheets, illustrations, photographs of 3D outcomes, and 3D work, such as models, mock-ups and prototypes.
<i>Spatial design</i>	If you are designing – interiors, environments, retail and exhibition (it is recognised that exhibition design may also involve graphic and product design). Your artwork will typically consist of 2D work, such as site plans and surveys, photographs, sketches, CAD printouts, design sheets, illustrations, photographs of 3D outcomes; and 3D work such as, models and mock-ups.

Other kinds of evidence

As back up work to prove what you know and understand you will need to show other kinds of evidence in addition to your artwork. These could include:

- copies of the brief, and any notes describing what you have to do;
- explaining your work in a discussion with your assessor (sometimes called a professional discussion);
- records of research you have carried out (e.g. about materials, equipment or other peoples' work);
- video recordings of how you presented your work to the decision-maker and what they said about it;
- copies of written notes, emails or letters to and from colleagues, your manager or outside people; or
- copies of letters from satisfied clients.

The most important of these will be your assessor's records. When you are assessed, your assessor will not only look at your artwork but also discuss what you did, how you did it and why you did it in the way that you did (sometimes called process evidence). If they are satisfied that you know and understand what is needed for each unit covered by the project then they will sign off. If your assessor is still not sure and asks you to produce additional evidence, then they will give you written feedback. (You can use this to make sure that your achievements are complete next time you are assessed.)

How to plan your portfolio

Your assessor will help you to plan what to include in your portfolio – to make sure that you put in enough evidence to show what you can do and understand. Both of you need to keep the amount of evidence to a minimum, by focusing on quality not quantity.

Assessors should encourage you to keep back up evidence where it is naturally located (e.g. in your head, on a computer screen or in a filing cabinet). It is not necessary to keep copies of all evidence produce in one place, that is, in the portfolio. If this approach is used then record of assessment will only show:

- the artwork produced;
- the assessment decision; and
- where any backup evidence is located.

Which projects to choose

With careful planning it is possible to prove your achievement through working on between two and ten projects, though this number may vary depending on your design specialisation and your choice of option units. For example, if you are working in exhibition design in any one-year period you could only be involved in one major project (from winning the brief to starting work on the installation) and a number of unsuccessful pitches; if you are working on website design over a one year period you could have worked on several different small-scale projects each week, with a larger project every now and again.

Whether you are working 'in-house' or within a specialist design practice, you are likely to undertake two main roles:

- 1 supporting the design service, and
- 2 contributing to the design cycle or process.

Different types of work will create evidence for different units. The table below shows which units and elements are most likely to be covered from these two types of work and going about your day-to-day work in a design practice or on a work placement.

<i>Projects where you were mainly</i>	<i>Will usually give evidence for the following units</i>
Supporting the design service (researching information, such as about the client brief, costs, time, materials and equipment)	Core – 21.1 and 21.2; 24.1 Optional – 2P.1; 2R.1; F.1; 2S
Contributing to the design cycle or process (developing ideas and solutions to meet a client brief).	Core – 21.2 and 21.3; 22; 23; 24.2 and 24.3 Optional – 2P.2; 2R.2; F.2 and F.3
Going about your daily work (in your job in a design practice or on a work placement)	Core – 2W.

Your assessor will give you advice about which projects are most suitable.

21 Research information and ideas using a range of techniques (Core)

Unit summary

This unit is about researching information and ideas that match the client brief for the project. It is likely that the design concept for the project will be agreed by the team. As a junior you will use the agreed design concept as a starting point for your research and ideas origination. Some of the working methods and techniques that you use will vary according to your design specialism.

How you can prove this

For this unit you will need to organise a portfolio of work to show how you responded to at least two real work projects. These projects may be undertaken as part of your role in your work place, or set by an external client and undertaken in your assessment centre.

Your project portfolio of design development work should include written and visual records of research and ideas for two significant projects. The projects you include need to be chosen carefully to make sure that you have enough evidence to show what you understand and can do. When choosing the projects you need to make sure that you show the whole range of design media, techniques and technology that you can work with, when generating early ideas. This may mean that you need to show ideas from more than two projects. Some of the project work you choose may also be submitted for units 22, 23 and 24.

How to show you can identify and evaluate information relevant to the project [21.1]

For this section you need to organise the work in your portfolio to show your understanding of:

- 1 the expectations and preferences of the decision-maker ,
- 2 the needs of target users,
- 3 the limitations and constraints of the design brief, and
- 4 any technical, legal and regulatory requirements realising the design.

You must also show evidence of the contribution you made to agreeing an approach to the project, with others involved.

Examples of how to prove what you understand and can do

- Copies of written design briefs or instructions.
- Notes that you took about discussions and meetings you had with the decision-maker and any other people involved (get the people involved to sign your notes to say that they are accurate).
- Notes on advice you have been given.
- Visual images you collected to show the needs of target users (eg mood boards or customer profiles).
- Copies of information you gathered about laws or other regulations that affect the design (eg printouts from websites or handouts from professional bodies).
- Copies of information technical limitations (eg leaflets from manufacturers or other suppliers).
- A discussion with your assessor about your research and explaining what you found out.

How to show you can identify and select information and visual references [21.2]

For this section you need to organise the work in your portfolio to show your understanding of:

- 1 the history of the product you are designing and about any competitive products,
- 2 the context in which the product will be seen or used, including any cultural factors, and
- 3 other contextual information related to the design context.

You must show evidence of using both primary and secondary sources of information.

- Primary sources, could include the client's organisation, product manufacturers and materials suppliers.
- Secondary sources, could include libraries or the Internet.

You must also show your ability to present your research findings to others involved in the project (e.g. decision-maker, colleagues or the client).

Examples of how to prove what you understand and can do

- A collection of visual references you identified, annotated to explain what was relevant and where it came from (eg sketchbooks, photographs, plans, boards or printouts).
- Copies of visuals you used for the presentation and a copy of the notes about what you needed to say and any handouts you made.
- Notes of any feedback you received (get the people involved to sign your notes to confirm what they thought about the effectiveness of your presentation).
- A discussion with your assessor about your research and explaining what you found out about the context for the design work.
- Records of information gained from interviews, informal discussions, meetings or visits (get the people involved to sign your records to say that they are accurate).

How to show you can originate ideas to meet agreed design objectives [21.3]

For this section you need to organise the work in your portfolio to show your understanding of:

- 1 the agreed design objectives for the project,
- 2 how your results of the research influenced the evolution of your ideas, and
- 3 the use of design media, techniques and technology.

You must also show your ability to present and explain ideas to the decision-maker and others involved, and contribute to evaluating ideas against the agreed design objectives.

Examples of how to prove what you understand and can do

- Initial ideas presented in a way that makes it easy for other people to see where your ideas came from and how they changed and developed. Your ideas should be presented in the way that is most common for your design specialism (eg design sheets, sketchbooks, samples, models or printouts).
- Video records of how you presented your ideas to others involved and the feedback you were given.
- A discussion with your assessor about your ideas, explaining how your research results influenced the ideas you generated.
- Notes about any discussions and advice you had with the decision-maker and others involved about your ideas and what was said about them (get the people involved to sign your notes to say that they are accurate).

22 Develop and communicate design ideas (Core)

Unit summary

This unit is about exploring and recording the development of design ideas. This involves thinking, drawing and working with materials, equipment and technology. As a junior you will typically be involved in developing ideas for a particular part of a project, under supervision to meet agreed design objectives. The techniques and processes that you use will vary according to your design specialism. The ideas that you develop need to be realised to a professional standard and matching the client brief.

How you can prove this

For this unit you will need to organise a portfolio of work to show how you responded to at least two real work projects. These projects may be undertaken as part of your role in your work place, or set by an external client and undertaken in your assessment centre.

It is important that your project portfolio of design development work illustrates the breadth of techniques and skills you have in using visual media, materials, processes and technology. The projects you include need to be chosen carefully to make sure that you have enough evidence to show what you understand and can do. If you are working in a design practice that only carries out a limited type of design work, it is acceptable to include examples of design development work that you have undertaken in your own time. When choosing the projects you need to make sure that you show the whole range of materials, processes and technology that you explored in terms of their suitability for the client brief. This may mean that you need to show ideas from more than two projects. You also need to make sure that you show your ability to communicate both 2D and 3D ideas. Some of the project work you choose may also be submitted for units 21, 23 and 24.

How to show you can explore and develop design ideas using suitable materials, processes and technology [22.1]

For this section you need to organise the work in your portfolio to show your understanding of:

- 1 ideas, in terms of the agreed design concept, visual research and client brief,
- 2 materials, processes and technology, and any tests you carried out about their suitability of for final realisation,
- 3 costs, availability and environmental impact, and
- 4 the criteria and techniques you used to select materials and processes suitable for the design purpose, by explaining the reasons behind your choices.

Examples of how to prove what you understand and can do

- Developing ideas presented in a way that makes it easy to see how and why your ideas changed and were refined. Your ideas should be presented in the way that is most common for your design specialism (eg design sheets, sketchbooks, samples, models or printouts).
- Records of the materials, processes and technology you explored to see if they were suitable for realising your final design. Make notes on the results of the evaluation and testing of alternative materials and processes.
- A discussion with your assessor about your choice of materials, processes and technology.
- Notes on your reasons for rejecting or developing ideas. (Where you were given feedback about your ideas get the people involved to sign your notes to confirm they are accurate.)

How to show you can explore and communicate design ideas using appropriate visual media [22.2]

For this section you need to organise the work in your portfolio to show your understanding of:

- 1 how to use drawing as a tool, for developing design ideas in both 2D and 3D, and
- 2 your understanding of formal elements.

You must include examples of how you used at least three of the following types of visual media:

- 1 technical drawing,
- 2 freehand sketching,
- 3 illustration,
- 4 digital drawing or imaging,
- 5 CAD,
- 6 film or video, and
- 7 samples, models or prototypes.

Examples of how to prove what you understand and can do

- Developing ideas presented in a way that is most common for your design specialism (eg design sheets, sketchbooks, samples, models or printouts).
- A discussion with your assessor about your designs to explain what formal elements are and how they are used to talk about and communicate designs visually.

23 Develop design responses to meet agreed requirements (Core)

Unit summary

This unit is about creating a professional response to a design brief. As a junior you will typically be involved in developing designs for a particular part of a project, under supervision. The designs that you work on may be your own or originally created by another member of the team. Some of the working methods and techniques that you use will vary according to your design specialism.

How you can prove this

For this unit you will need to organise a portfolio of work to show how you responded to at least two real work projects. These projects may be undertaken as part of your role in your work place, or set by an external client and undertaken in your assessment centre.

The projects you include need to be chosen carefully to make sure that you have enough evidence to show what you understand and can do. When choosing your projects you need to make sure that you show how you evaluated design ideas for at least two designs or design products. These may be your own or others' design ideas. You also need to show how you used suitable media, techniques and technology to prepare and present visual interpretations of designs and supporting information. Some of the project work you choose may also be submitted for units 21, 22 and 24.

How to show you can contribute to evaluating design ideas against the brief [23.1]

For this section you need to organise the work in your portfolio to show your understanding of:

- 1 the evaluation criteria, the client brief and design objectives,
- 2 quality requirements of the project,
- 3 options and limitations for design development, and
- 4 design realisation processes that could be used.

You must also show your ability to contribute to the evaluation process when working with the decision-maker and others involved.

Examples of how to prove what you understand and can do

- A discussion with your assessor about the criteria, requirements, standards and constraints that were used to evaluate the designs and the design realisation processes that could be used.
- Notes of any significant outcomes of any discussions and meetings you contributed to when evaluating designs. (Get the people involved to sign your notes to confirm they are accurate.)

How to show you can communicate designs using visual and written information [23.2]

For this section you need to organise the work in your portfolio to show your understanding of:

- 1 alternative ways of methods for illustrating and presenting designs,
- 2 why you selected particular media, techniques and technology, and
- 3 the details of the design that need to be communicated to the client.

Examples of how to prove what you understand and can do

- Visual presentations of designs and supporting written information to help explain them to the client.
- A discussion with your assessor about the communication methods you used, and explain why you chose to communicate them in the way that you did and the key features and benefits of the designs.
- Notes on discussions and meetings with decision-maker and others involved about agreeing the form of the visual presentation. (Get the people involved to sign your notes to confirm they are accurate.)

How to show you can revise designs [23.3]

For this section you need to organise the work in your portfolio to show your understanding of:

- 1 the details of the designs that needed to be amended, and
- 2 why designs had to be revised.

Examples of how to prove what you understand and can do

- Revised designs produced to an acceptable standard, within agreed timescales.
- Discuss the amendments you made with your assessor and explain why the amendments were needed.
- Notes on amendments required and the timescales must meet. (Get the people involved to sign your notes to confirm they are accurate.)

24 Contribute to producing detailed design work (Core)

Unit summary

This unit is about preparing a final design proposal and detailed information about the design realisation process, then presenting it to the client. As a junior you will typically be involved in preparing part of the designs for presentation, under supervision and playing a supporting role when the design is presented to the client. Some of the working methods and techniques that you use will vary according to your design specialism.

How you can prove this

For this unit you will need to organise a portfolio of work to show how you responded to at least two real work projects. These projects may be undertaken as part of your role in your work place, or set by an external client and undertaken in your assessment centre.

The projects you include need to be chosen carefully to make sure that you have enough evidence to show what you understand and can do. When choosing your projects you need to make sure that you show the evolution of ideas from initial research through to final detailed design proposal, that will enable the final design or design product to be produced, realised or installed. You also need to show how the final proposal was planned and your part in the planning process. Some of the project work you choose may also be submitted for units 21, 22 and 23.

How to show you can produce a final design [24.1]

For this section you need to organise the work in your portfolio to show your understanding of:

- 1 your own role and responsibilities,
- 2 estimating time and resource requirements, and
- 3 preparing a design development timetable.

Examples of how to prove what you understand and can do

- A copy of the agreed design development timetable.
- A discussion with your assessor about the design development processes to be used, you need to be able to explain what is involved and why the processes were chosen.
- Notes of estimations you made about time and resource requirements.
- Notes on your own agreed role and responsibilities. (Get the people involved to sign your notes to confirm they are accurate.)

How to show you can prepare finished designs and specifications [24.2]

For this section you need to organise the work in your portfolio to show:

- 1 the final designs,
- 2 any technical information, and
- 3 how what you have prepared links with the contributions of any others involved in the project (e.g. the decision-maker, other members of the design team or outside contractors).

You must also show your understanding of:

- 4 the production processes required to realise the final product, and
- 5 the quality requirements for design realisation.

Examples of how to prove what you understand and can do

- Final design artwork presented in a way that is common for your specialism (e.g. visuals, plans, working drawings, models, prototypes and samples).
- Technical information that you have contributed to (e.g. a technical specification or a production specification).
- A discussion with your assessor about the finished designs and specifications and explain the production

processes required to realise the final product and the quality standards that will be applied.

- A witness statement from the decision-maker or others involved confirming your standard of behaviour.
- Notes on your own agreed role and responsibilities. (Get the people involved to sign your notes to confirm they are accurate.)

How to show you can contribute to presenting designs and proposed realisation [24.3]

For this section you need to organise the work in your portfolio to show:

- 1 your role in the presentation, and
- 2 how your contribution supported others' roles.

You must also show your understanding of all the following types of presentation formats:

- 1 visuals,
- 2 3D displays, and
- 3 using technology.

Examples of how to prove what you understand and can do

- Final artwork presented using a variety of different formats that are common for your specialism (e.g. visuals, plans, working drawings, models, prototypes and samples).
- Notes on your own role in the preparations and presentation and any feedback you received. (Get the people involved to sign your notes to confirm they are accurate.)
- Video recordings of the presentation.

2W Develop effective working relationships (Core)

Unit summary

This unit is about developing and maintaining good working relationships. You will need to be able to work effectively with others in your organisation such as decision-makers, other designers and support staff. As a junior you will typically be involved in working with colleagues to promote effective relationships with people outside your organisation such as clients, suppliers, freelancers and sub contractors.

How you can prove this

For this unit you will need to produce evidence of your performance at work over a period of time.

You need to show your working with people in the design practice and with clients and other external agents through your performance in a real work setting. This may be in a relevant job role or through day release or other design related work experience.

How you can show you can contribute to creating and maintaining effective working relationships with colleagues [2W.1]

For this section you must show your understanding of your role and responsibilities in developing relationships with decision-makers and colleagues.

Examples of how to prove what you understand and can do

- Notes from meetings with people you work with day to day. (Get the people involved to sign your notes to confirm they are accurate.)
- Copies of any written communication with decision-maker, colleagues and those outside the design team (e.g. emails, faxes, letters or memos).
- A witness statement from the decision-maker or others involved confirming your contribution to the team in terms of behaviours, attitudes and actions.
- Observation by the assessor of your day-to-day professional conduct within the design team.
- A discussion with your assessor about your understanding of your role and responsibilities.

How you can show you can contribute to creating and maintaining effective working relationships with clients and other external agents [2W.2]

For this section you must show must show your understanding of the role you can play in promoting relationships outside the design organisation with clients and a variety of external agents.

Examples of how to prove what you understand and can do

- Notes from meetings with clients and other external people. (Get the people involved to sign your notes to confirm they are accurate.)
- Copies of any written communication with decision-maker, colleagues and those outside the design team (e.g. emails, faxes, letters or memos).
- A witness statement from the decision-maker or others involved confirming your contribution to maintaining effective relationships with clients and any other external agents.
- Observation by the assessor of your professional conduct with those outside the design team.
- A discussion with your assessor about your understanding of the way your role and responsibilities can affect external relationships.

2P Contribute to realising design prototypes (Optional)

Unit summary

This unit is about the realisation or production of 2D and 3D prototypes, models, mock-ups, samples or test pieces using small-scale techniques. Designers need to understand how their final design will be made, function and perform to check that their ideas will work in practice and be suitable for the client. As a junior you will be involved in providing design support to the designer, for example using craft skills or recording the results of tests. Prototypes may be made at any stage of the design development cycle.

How you can prove this

For this unit you will need to produce a portfolio of work in response to at least two real work projects you have undertaken. These projects may be undertaken as part of your role in your work place, or set by an external client and undertaken in your assessment centre. The projects you include need to be chosen carefully to make sure that you have enough evidence to show what you understand and can do.

How to show you can plan realisation process [2P.1]

For this section you need to organise the work in your portfolio to show how you:

- 1 planned small-scale realisation work to meet aims and deadlines,
- 2 selected suitable media/materials and associated tools, equipment, techniques and processes,
- 3 managed your time to meet deadlines, and
- 5 responded to unforeseen problems.

Examples of how to prove what you understand and can do

- Notes from and discussions or meetings about aims for realising prototypes. (Get the people involved to sign your notes to confirm they are accurate.)
- Copies of plans about your contribution to producing prototypes, giving details of the different stages of work involved, the agreed deadlines and monitoring points; annotated to show any changes or modifications resulting from unforeseen problems.
- A discussion with your assessor about how you selected the media or materials and associated tools, equipment, techniques and processes that you used.

How to show you can realise and test prototypes [2P.2]

For this section you need to organise the work in your portfolio to show how you:

- 1 used small-scale materials, techniques and processes, and
- 2 used suitable evaluation techniques.

You must also show understanding of health and safety guidelines and how best to report results to the decision-maker and others involved.

Examples of how to prove what you understand and can do

- Complete or incomplete prototypes you realised or contributed to.
- Notes on the evaluations or tests you carried out and the results you got.
- A discussion with your assessor about your understanding of small-scale realisation processes and evaluation techniques.
- A witness statement from the decision-maker or others involved confirming your ability to test prototypes and report your results.
- Notes from discussions or meetings about the evaluation and testing of prototypes. (Get the people involved to sign your notes to confirm they are accurate.)

Unit 2R Contribute to realising final design product(s) (Optional)

Unit summary

This unit is about contributing to the realisation, production or installation of the final design product (such as an interior or exhibition design installation or the commercial production of a product design). As a design junior you will typically be involved in providing design support to the designer/design manager, for example acting as messenger, researching information about suppliers or simply being an extra pair of hands.

How you can prove this

For this unit you will need to produce evidence of your role in the final realisation of two real work projects that you have undertaken. The projects you include need to be chosen carefully to make sure that you have enough evidence to show what you understand and can do.

How to show you can contribute to planning the realisation process [2R.1]

For this section you need to organise the work in your portfolio to show your understanding of:

- 1 the resources required for realisation, and
- 2 the importance of deadlines and adequate planning.

You must also show that you are able to contribute information to support the planning of final design realisation work to meet design objectives and deadlines.

Examples of how to prove what you understand and can do

- Copies of specifications presented in the way that is most common in your specialism (e.g. technical specifications or functional specifications).
- Notes about research you carried out into skills, time and any external help that might be needed.
- Copies of plans giving details of the stages of work, deadlines, annotated to show any changes or modifications resulting from unforeseen problems.
- Notes on discussions and meetings about planning the realisation of final designs. (Get the people involved to sign your notes to confirm they are accurate.)
- Observation by the assessor of your contribution to planning the realisation of final design product(s).
- A discussion with your assessor about your understanding of final design realisation processes.

How to show you can provide support during the realisation process [2R.2]

For this section you need to organise the work in your portfolio to show your understanding of:

- 1 techniques and processes undertaken, and
- 2 responses to potential or actual problems.

Examples of how to prove what you understand and can do

- Notes on stages in the realisation of final design product(s), including:
 - key events and outcomes;
 - quality standards that must be met; and
 - any problems foreseen and unforeseen and what you did about them (e.g. changes to plans or working methods and referral to relevant people).
- Notes of discussions or meetings about the progress of final realisation work and solving any problems involved. (Get the people involved to sign your notes to confirm they are accurate.)
- A witness statement from the decision-maker or others involved confirming your ability to work with others to realise final designs.
- A discussion with your assessor about your understanding of realisation processes.
- Observation by the assessor of your contribution to the realisation of final design product(s).

F Undertake freelance work (Optional)

Unit summary

This unit is about undertaking freelance work either within a larger design organisation or on your own premises. Working as a freelancer involves understanding how to manage your own employment path and financial affairs and being able to quickly pick up on the demands of new projects and working situations. To be a successful freelancer you will need to be assertive, flexible and able to cope with the unexpected.

How you can prove this

For this unit you will need to produce evidence of your role in preparing and undertaking freelance work over an extended period of time.

How you can show you can prepare for freelance work [F.1]

For this section you need to organise the work in your portfolio to show your understanding of:

- 1 keeping accounts,
- 2 setting up systems for purchase orders, invoicing, filing and chasing late payments,
- 3 making, following up and maintaining contacts with potential employers/clients, and
- 4 building personal networks.

Examples of how to prove what you understand and can do

- Records of preparing for freelance work including:
 - extracts from your systems of accounting and personal administration,
 - a personal statement outlining your vision (sometimes called a mission statement) and describing your potential client base,
 - copies of promotional material,
 - calculations of fees or job prices in relation to market forces, and
 - information about contacts and sources of advice.
- Notes from discussions and meetings with professional advisers. (Get the people involved to sign your notes to confirm they are accurate.)
- Copies of written communications with professional advisers (e.g. emails, letters or faxes).
- A discussion with your assessor about your understanding of business and professional practices.

How to show you can handle freelance contracts [F.2]

For this section you need to organise the work in your portfolio to show your understanding of:

- 1 negotiating contract terms and conditions,
- 2 estimating time requirements for design work or jobs,
- 3 work scheduling and contingency planning,
- 4 calculating fee rates or pricing jobs,
- 5 the importance of advance planning, and
- 6 the difference between creative-led and business-led decision making.

Examples of how to prove what you understand and can do

- Copies of contracts you have negotiated.
- Notes on discussions and meetings with the decision-maker or others about negotiating contracts. (Get the people involved to sign your notes to confirm they are accurate.)
- Plans and work schedules (e.g. time sheets, work logs or diaries).
- A discussion with your assessor about your understanding of contracts, time management and planning.

How to show you can carry out freelance work to meet agreed contracts [F.3]

For this section you need to organise the work in your portfolio to show your understanding of:

- 1 how to adapt your behaviour to suit the work situation,
- 2 using your own or your employing organisations resources,
- 3 maintaining professional standards of behaviour and work,
- 4 how to maintain your own direction and focus and deal with stress,
- 5 professional ethics and practices,
- 6 other organisational cultures and ways of working, and
- 7 if using your own resources – budgeting for resources and overheads.

Examples of how to prove what you understand and can do

- Design outcomes produced.
- Copies of written communication with the employing organisation (e.g. emails, faxes, letters, briefs).
- Notes on discussions or meetings with the decision-maker or employing organisation. (Get the people involved to sign your notes to confirm they are accurate.)
- A witness statement from confirming your ability to undertake freelance work to a professional standard.
- Observation by the assessor of your professional conduct providing freelance design services.
- A discussion with your assessor about your understanding of the requirements, working practices and professional standards involved in freelance working.

2S Contribute to selling and promoting designs and design services (Optional)

Unit summary

This unit is about selling designs to clients/customers and promoting design work to increase the client or customer base. As a junior this will involve working with the designer to liaise with clients or customers, preparing information about the details of projects and researching information about ways of promoting designs and design services.

How you can prove this

For this unit you will need to produce evidence of your role in contributing to selling and marketing of designs and design services in response to at least two real work projects you have undertaken. These may be undertaken as part of your role in your work place, or set by an external client and undertaken in your assessment centre. The projects you choose need to be chosen carefully to make sure that you have enough evidence to show what you understand and can do.

How to show you can research information for proposals and quotations [2S.1]

For this section you need to organise the work in your portfolio to show your understanding of:

- 1 how to clarify the client's main requirements,
- 2 how to identify all the information required to draft proposals and quotations, and
- 3 how to communicate information protect confidential information.

Examples of how to prove what you understand and can do

- Notes on information gathered to inform proposals and quotations.
- A discussion with your assessor about your understanding of the client's requirements, the information needed for drafting proposals and quotations and the importance of protecting confidential information.
- Notes from discussions and meetings about proposals and quotations. (Get the people involved to sign your notes to confirm they are accurate.)

How to show you can research market information and promotional methods [2S.2]

For this section you need to organise the work in your portfolio to show how you researched marketing information and promotional methods for at least two different designs or design services.

You will need to show your understanding of:

- 1 how to obtain market information,
- 2 how to analyse trends and developments,
- 3 how to analyse at promotional methods,
- 4 the role of different communications media in the promotion of designs and for design services, and
- 5 the basis on which marketing decisions are made.

Examples of how to prove what you understand and can do

- Research information into the sales and marketing of designs and design services.
- Notes on the results you obtained and the conclusions that were drawn from available market research information.
- Notes on discussions or meetings about market information and promotional methods. (Get the people involved to sign your notes to confirm they are accurate.)
- A discussion with your assessor about your understanding of the role of marketing in the promotion of designs and for design services and the basis on which marketing decisions are made.