

COGPACK3

Evaluate packaging design services



Overview

This unit deals with the following:

- 1 Assess packaging design services
- 2 Recommend designs and design services to be promoted

During this work you must take account of the relevant worksite operational requirements, procedures and safe working practices AS THEY APPLY TO YOU.

Previous Version

Unit 1.3 SEMTA National Occupational Standards in Packaging (STM4)

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Performance criteria

- You must be able to:*
- P1 establish objectively any design trends and opportunities that may affect any future commissions
 - P2 establish objectively strengths and weaknesses in the design service that might have an effect on future commissions
 - P3 take account of valid and reliable evidence and your own and others' views to arrive at a considered evaluation of the design service
 - P4 propose and agree realistic changes to working practices that have the potential to improve business effectiveness and quality standards
 - P5 gather valid and reliable market information from available sources and on the client's design objectives
 - P6 analyse market information to highlight current and anticipated trends and developments that may affect the demand for designs or design services
 - P7 make recommendations that are based on a sound analysis of market conditions, any gaps in the market and the potential value and competitiveness of designs and design services
 - P8 make recommendations that are practical and are consistent with your organisation's business strategy, objectives and capabilities

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Knowledge and understanding

You need to know and understand:

- K1 the requirements of current and any known future legislation affecting working practices
- K2 current design trends, market factors and influences
- K3 your competitors' activity
- K4 your organisation's business strategy and objectives
- K5 the different research and evaluation techniques and their respective advantages and disadvantages
- K6 relevant logistics features and end use of the product
- K7 the unique features of any design ideas which may need protection
- K8 sources of information and advice on design protection (e.g. copyright, patents and registration) and the law relating to design
- K9 the requirements of relevant current and any known future legislation
- K10 your organisation's current and future manufacturing capabilities
- K11 the different promotional methods and their respective advantages and disadvantages

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Glossary

Working Practices

Relating to people, technology, legislative

Quality Standards

Internal to your organisation, international quality accreditation

Market Factors

Political, economic, social, environmental, technological

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Suite Packaging

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