<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Design and Illustration</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSC</td>
<td>Colour Concept Application</td>
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<tr>
<td>TSC Description</td>
<td>Apply and use principles of colour theory for product design development as well as advise customers on colour compatibility</td>
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</tbody>
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<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
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<tbody>
<tr>
<td>RET-DNI-1001-1.1</td>
<td>RET-DNI-2001-1.1</td>
<td>RET-DNI-3001-1.1</td>
<td>Review and reflect on use of colours and what it communicates as well as apply concepts of colour theory to advise on colour compatibility</td>
<td>Conduct tests on colour theory in the relevant context and identify different uses of colour to support design concepts and idea generation</td>
<td>Evaluate and confirm design themes based on marketing or brand campaign concepts as well as apply colours and its application in different contexts</td>
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### Knowledge
- Colour attributes and colour relationships
- Emotional, cultural and situational aspects of colour application
- Individual interpretation and choice in relation to the use of colours
- Materials, tools and equipment required to experiment with colours in relevant contexts
- Effect of colour matching
- Use of colours to achieve the desired results

### Abilities
- Review and reflect on one’s use of colours and what it communicates
- Ensure safe use of materials, tools and equipment during experimentation with colour
- Apply concepts of colour theory to advise on colour compatibility
- Carry out colour matching for development of visual designs or merchandise displays based on design themes
- Collate information to build a knowledge of colours and its application in different contexts
- Test different colours and colour combinations through experimentation
- Use one’s ideas as a way of testing, challenging or confirming colour theory
- Establish design themes based on marketing or brand campaign concepts or design concepts
- Apply colour tones, colour contrast, colour matching and colour dominance relevant to the products or designs in alignment to design themes
- Apply the use of the right colours to achieve the desired results or effect