**TSC Category**: Marketing Communications

**TSC**: Collateral Production

**TSC Description**: Work with stakeholders to design, develop and print collaterals

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<th>TSC Proficiency Description</th>
<th>Level 1</th>
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<td>Support the production of collateral</td>
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<td>Prepare job specifications to define print production requirements</td>
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<td>Liaise with stakeholders to design, develop and print collaterals</td>
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**Knowledge**

- Types of collaterals
- Purposes of producing collaterals
- Production process of collaterals
- Techniques for sourcing of relevant content to be incorporated into collaterals
- Types and sources of copywriters, designers and printers
- Types of information to solicit from potential vendors to determine suitability for the production job
- Advantages and disadvantages of various press methods
- Types of printing materials
- Types of packing methods
- Importance of packing methods and delivery
- Information needed to produce collaterals
- Content of collaterals
- Factors in designing collaterals
- Profiles of collaterals’ target audience groups
- Printing process of collaterals
- Legal, regulatory, ethical and socio-cultural constraints related to the development of collaterals

**Abilities**

- Identify key components of collaterals
- Collate appropriate content to be incorporated into collaterals
- Identify potential vendors to engage for the production of collaterals
- Consolidate information obtained from potential vendors to facilitate comparison and selection, based on needs
- Establish types of print products and job specifications
- Propose content to be incorporated into the collaterals
- Determine appropriate press methods and post-press processes
- Determine appropriate post-press packing and delivery methods
- Document job specifications, to define print production requirements
- Liaise with internal and/or external stakeholders to design and develop collaterals to convey messages
- Monitor production to ensure that collaterals are completed according to relevant organisational guidelines and policies
- Evaluate effectiveness of collaterals to recommend improvements in future designs
|   |   | Review best practices on the development of collaterals to improve process efficiency and collateral effectiveness |   |   |   |