
Overview

This standard is about developing your craftwork so that it can be produced for wide distribution and sale. It is important to understand what batch production means and when it might be relevant to your craft practice.

This standard is suitable for those who are self-employed, working for a sole practitioner or within a workshop or studio.

The following should be considered when working in craft:

- 1 Safe working practices
- 2 Ethics and sustainability

**Performance
criteria**

- You must be able to:*
- P1 identify suitable craftwork for batch production based on market research or in negotiation with a larger brand or company
 - P2 research different options for manufacturing batch produced craftwork and select your preferred approach
 - P3 evaluate how the craftwork will be distributed and sold and whether it is viable to involve other craftworkers, an agent or a company
 - P4 work out and negotiate unit costs and appropriate pricing
 - P5 negotiate and agree the brief/commission, terms or contracts including payment schedules using specialist help where required
 - P6 develop and implement a project plan for the production of the craftwork including which work is to be commissioned from a third party
 - P7 make the craftwork or commission the making of the craftwork
 - P8 assess the quality of craftwork to ensure standards are not compromised and meet all the requirements stipulated
 - P9 evaluate the production process and modify if necessary

Knowledge and understanding

You need to know and understand:

- K1 how batch production can benefit your work, contributing to sales or business objectives
- K2 how to identify suitable craftwork for batch production
- K3 different approaches to batch production and their advantages and disadvantages
- K4 how to work with others
- K5 whether any changes in selection and supply of materials, tools and equipment are required
- K6 whether any adaptations to the design and making process are required
- K7 how to work out costs and appropriate pricing structures
- K8 how to negotiate the brief/commission, terms or contracts including pricing structures and payment schedules
- K9 when it may be necessary to use specialist help
- K10 how to plan batch production of craftwork or to commission the making from others
- K11 how to record or document craftwork and work practices
- K12 the benefits of copyrighting or determining intellectual property rights for your work and where to find support
- K13 how to assess the quality of craftwork to ensure standards are not compromised
- K14 how to ensure that the making processes meets legal requirements for selling goods in the relevant market
- K15 how to evaluate the production process and modify if necessary

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Develop craft for commercial batch production

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