

WORLDSKILLS STANDARD SPECIFICATION

Skill 44

Visual Merchandising and
Window Dressing





THE WORLDSKILLS STANDARDS SPECIFICATION (WSSS)

GENERAL NOTES ON THE WSSS

The WSSS specifies the knowledge, understanding and specific skills that underpin international best practice in technical and vocational performance. It should reflect a shared global understanding of what the associated work role(s) or occupation(s) represent for industry and business (www.worldskills.org/WSSS).

The skill competition is intended to reflect international best practice as described by the WSSS, and to the extent that it is able to. The Standards Specification is therefore a guide to the required training and preparation for the skill competition.

In the skill competition the assessment of knowledge and understanding will take place through the assessment of performance. There will not be separate tests of knowledge and understanding.

The Standards Specification is divided into distinct sections with headings and reference numbers added.

Each section is assigned a percentage of the total marks to indicate its relative importance within the Standards Specification. The sum of all the percentage marks is 100.

The Marking Scheme and Test Project will assess only those skills that are set out in the Standards Specification. They will reflect the Standards Specification as comprehensively as possible within the constraints of the skill competition.

The Marking Scheme and Test Project will follow the allocation of marks within the Standards Specification to the extent practically possible. A variation of five percent is allowed, provided that this does not distort the weightings assigned by the Standards Specification.

WORLDSKILLS STANDARDS SPECIFICATION

SECTION		RELATIVE IMPORTANCE (%)
1	Work organization and management	10
	<p>The individual needs to know and understand:</p> <ul style="list-style-type: none"> • Health and safety legislation, obligations, regulations and documentation • The situations when personal protective clothing including footwear must be used • The purposes, uses, care, maintenance and safe/secure storage of hand/electric tools and equipment • The purposes, uses, care and safe/secure storage of materials • IT programs for 2D and 3D design • Techniques of time management to support productivity • The principles of ergonomics to support efficient work flow • The significance of sustainability and environmentally friendly work practices • The value of managing own continuing professional development 	



	<p>The individual shall be able to:</p> <ul style="list-style-type: none"> • Follow health and safety standards, rules and regulations • Identify and use the appropriate personal protective clothing including safe footwear as required • Select, use, clean, maintain and store all tools, paint brushes and equipment safely/securely • Select, use materials including mixing paints, effectively/efficiently and store safely/securely • Plan, schedule and re-prioritize work as the need arises to meet deadlines • Work well under pressure to meet the demands of the business • Maintain safe and ergonomic working practices • Keep the working area clean and tidy • Discard waste ecologically • Keep up-to-date with fashion, trends and developments in the industry and society 	
2	Communication and Interpersonal Skills	10
	<p>The individual needs to know and understand:</p> <ul style="list-style-type: none"> • The roles and requirements of colleagues and professionals related to visual merchandising e.g. brand managers • The importance of building and maintaining productive working relationships with colleagues across the organization e.g. marketing and sales • Techniques for effective team work • The educational/social responsibility role of visual merchandising • Negotiation methods e.g. purchasing materials • Techniques for resolving misunderstandings and conflicting demands • The features of a successful presentation 	
	<p>The individual shall be able to:</p> <ul style="list-style-type: none"> • Accurately determine the needs and aspirations of the target audience: internal and external customers • Build and maintain trust of the target audience: internal and external customers • Consistently manage effective verbal, and written communications with colleagues • Listen, reflect and respond positively and constructively to feedback from colleagues and external customers • Professionally present ideas, rationale and designs/displays to colleagues and related departments/professionals • Reflect on and respond appropriately to questions and ideas from colleagues 	
3	Problem Solving, Innovation and Creativity	10
	<p>The individual needs to know and understand:</p> <ul style="list-style-type: none"> • The common types of problem which can occur within visual merchandising work e.g. improvisation of props • Diagnostic approaches to problem solving • Boundaries for resolving problems safely e.g. referring to an electrician • Creative thinking techniques to generate unique designs • Latest/future trends and fashions 	



	<p>The individual shall be able to:</p> <ul style="list-style-type: none"> • Recognize problems swiftly and follow a self-managed process for resolving • Pro-actively re-prioritize internal customer's problem(s) as the situation demands • Recognize the boundaries of own expertise/responsibility and refer to the appropriate colleagues • Gain inspiration e.g. through reviewing books/magazines/the internet, city/shop visits, films, exhibitions and professional literature • Maintain an 'open mind' whilst accurately determining the needs of the target audience, internal and external customer • Use imagination and inspiration to generate original ideas • Develop and maintain the confidence 'to be different' • Keep up to date with IT programs for 2D and 3D design • Lead changes in design for the organization 	
4	Interpret and Research Brief	25
	<p>The individual needs to know and understand:</p> <ul style="list-style-type: none"> • The concept of visual merchandising: communicating with the target audience by attracting, connecting and engaging with customers to maximize sales • Roles of related departments/professionals and their focus/needs e.g. marketing and sales targets • The floor plan and sizes of areas to be used for display purposes • Target market consumer behaviour and aspirations • The common factors which determine themes to include: seasons of the year, current fashions/trends, special events and promotions • Composition of images 	
	<p>The individual shall be able to:</p> <ul style="list-style-type: none"> • Conduct research based on lifestyle concepts, trends and store attributes • Identify and effectively use research tools e.g. internet • Research brief, theme and product/brand to design a unique display • Research and develop display ideas to meet client/organizational goals/target market needs and aspirations • Evaluate current trends in display design, equipment and materials • Develop an original concept which clearly meets the client/organizational goals/target market needs and aspirations • Create and professionally present a clean, professional mood board to colleagues, managers and related departments/professionals to include: sketches, images and colour fabric charts 	
5	Interpret and Research Brief	15
	<p>The individual needs to know and understand:</p> <ul style="list-style-type: none"> • Full range of applications of IT programs e.g. Photoshop and Illustrator • Technological developments and how to exploit them • Rendering • Graphic design/2D design • Design of props and spaces/3D design 	



	<p>The individual shall be able to:</p> <ul style="list-style-type: none">• Make 2D and 3D designs e.g. display's and window's with props and text• Visualize and accurately 'translate' ideas and designs• Demonstrate brand empathy• Produce scale drawings by hand and by computer using Photoshop and Illustrator• Work within the budget available• Professionally present visual to colleagues, managers and related departments/professionals and gain 'sign off	
6	Implementation	30
	<p>The individual needs to know and understand:</p> <ul style="list-style-type: none">• Principles of window display to include: use and effectiveness of colour shapes and text, utilization and most efficient use of space, balance, grouping and product dynamics, focus and specific use of lighting• The objectives of window display: to achieve brand compatibility, effective display of products, impact, drama, commerciality and aesthetics• Materials and their purposes/characteristics e.g. wood, MDF, PVC, glue and paints	



	<p>The individual shall be able to:</p> <ul style="list-style-type: none">• Select and display merchandise according to its characteristics and translation of the original concept and the Brief• Present a range of products to include: fashion, accessories, tableware and books• Collect, present and support the merchandise to communicate effectively with the target market(s)• Handle all merchandise, mannequins and materials with care including furniture, plinths and support structures• Accurately and efficiently plan a task breakdown for installation including timings• Select, tint and paint pure and clean surfaces to decorate walls, fixtures and panels• Use different types of materials and tools to precisely measure, cut and finish display• Cover floors and walls with materials as appropriate• Professionally construct self-designed props, to enhance the theme, support the merchandise and communicate effectively with the target market(s)• Collect and style products, dress and style mannequins for maximum effect to enhance the theme, support the merchandise and communicate effectively with the target market(s)• Select and place all props, materials and mannequins in an effective composition in the window to enhance the theme, support the branding of the merchandise and communicate effectively with the target market(s)• Maximize the space and layout of the area to best advantage• Make creative use of lighting, allocate spotlights and adjust lighting as required to ensure merchandise is highlighted appropriately• Review display to ensure it is aesthetically pleasing and has the WOW factor• Evaluate the effectiveness of the window display in supporting the intended merchandise and brand• Check final standard of installation and ensure it is complete, safe, neat, clean, tidy professional and finished on time• Analyse feedback and respond appropriately making suggestions for improvements	
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