

TECHNICAL DESCRIPTION

VISUAL MERCHANDISING/ WINDOW DRESSING



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international

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WorldSkills International, by a resolution of the Technical Committee and in accordance with the Constitution, the Standing Orders and the Competition Rules, has adopted the following minimum requirements for this skill for the WorldSkills Competition.

The Technical Description consists of the following:

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1. INTRODUCTION

1.1 Name and description of skill

1.1.1 The name of the skill is

Visual Merchandising/Window Dressing

1.1.2 Description of skill

A visual merchandiser creates window and interior displays in shops and department stores. Their chief aim is to maximise sales. Essentially, they are responsible for the 'look' of the store. Displays are changed regularly and themes can be dictated by a number of factors, including: the seasons of the year; current fashions and trends; or promotional material.

Most companies have a visual merchandising team. Typical activities will vary according to the roles within the team, but may include:

- conducting research based on lifestyle concepts and trends, as well as store and/or regional attributes
- sketching designs
- developing floor plans
- Specifying materials
- maximizing the space and layout of the store
- using available space to the best advantage
- dressing and styling mannequins and props
- making creative use of lighting
- giving feedback to head office and the other teams (such as buyers)

1.2 Scope of application

1.2.1 Every Expert and Competitor must know this Technical Description.

1.2.2 In the event of any conflict within the different languages of the Technical Descriptions, the English version takes precedence.

1.3 Associated documents

1.3.1 As this Technical Description contains only skill-specific information it must be used in association with the following:

- WSI - Competition Rules
- WSI - Online resources as indicated in this document
- Host Country - Health and Safety regulations

2. COMPETENCY AND SCOPE OF WORK

The Competition is a demonstration and assessment of the competencies associated with this skill. The Test Project consists of practical work only.

2.1 Competency specification

Interpret briefs for retail display and design display

Competitors shall be able to:

- Interpret any brief and adapt the design if any problems occur.
- Apply appropriate elements of display theory to the development of display installations.
- Evaluate current trends in display design and the equipment and materials used in the process.
- Apply design theory to the development of display proposals.
- Evaluate the effectiveness of display design for a range of applications and intentions.

Merchandising display and presentation

Competitors shall be able to:

- Display merchandise using theories of grouping and balance.
- Select and display merchandise according to its characteristics and the requirements of the brief.
- Select and use appropriate props for use in merchandising displays.
- Research, plan and design merchandise displays to achieve client intentions through mediums such as magazines and internet to research and develop design ideas for a window display. This research should be presented through sketches, images and colour/ fabric charts through mood boards.

Qualities of effective window display

Competitors shall be able to:

- Evaluate the characteristics of effective window displays to include the use of:
 - colour
 - aesthetics
 - lighting
 - props
 - balance
 - drama
 - impact
 - commerciality
 - themes and schemes
- Analyse the use of the above to support creative developments
- Evaluate the effectiveness of window displays in supporting:
 - the intended merchandise
 - the intended brand
- Analyse feedback from appropriate sources on their coordination and management of the displays and formulate their own response

Design, coordinate and manage a window display

Competitors shall have the knowledge and understanding of:

- Planning and organisation, for example time management

Competitors shall be able to:

- Co-ordinate and manage the installation for window display to achieve:
 - brand compatibility
 - effective display of product/s
 - impact
 - commerciality
 - aesthetics
 - visual balance
 - drama
- Comply with current health and safety regulations to avoid risk to self and others

Decorate fixtures and panels for retail displays

Competitors shall have the knowledge and understanding of:

- Make different colour, tints and patterns
- Use and effectiveness of colour

Competitors shall be able to:

- Use various paints, brushes, equipment and decorating materials
- Select, tint and paint pure and clean surfaces

Evaluate and improve retail displays

Competitors shall have the knowledge and understanding of:

- Principles of window display design
- Qualities of effective window display

Competitors shall be able to:

- Evaluate the characteristics of effective window displays
- See and make suggestions to improve display and work of their own

Principles of window display design

Competitors shall have the knowledge and understanding of:

- Use and effectiveness of colour
- Utilisation and most efficient use of space
- Balance and grouping and product dynamics
- Focus and specific use of available lighting
- Use of principles to interpret window design that is appropriate to the product and target audience

2.2 Theoretical knowledge

2.2.1 Theoretical knowledge is required but not tested explicitly.

2.2.2 Knowledge of rules and regulations is not examined.

2.3 Practical work

- Research brief, theme and product given to design a unique window display producing drawings
- Select and allocate supplied materials to design
- Plan and organise window installation to include time management
- Install window display
- Complete installation as a real world example

3. THE TEST PROJECT

3.1 Format / structure of the Test Project

The Test Project consists of two modules, both assessed in stages.

3.2 Test Project design requirements

The Test Project will be completed individually.. Each Competitor will be given two mock shop windows, a working area and storage space. Each Competitor will communicate two themes over the four days. The two set themes, products and an identical set of materials will be given to the Competitors on Familiarisation Day (C-2). They will be expected to research, design and install two 3D visual retail displays based on the themes, products and materials.

Day 1: Research the themes and product for the window display and design the scheme

- Research theme and product via the internet and magazines
- Research target audience for the product
- Understand the theme, product and audience
- Familiarise with materials
- Draw a scale drawing of the design
- Using the above steps to create a mood board to include sketches, images and colour/ fabric charts

Day 2: Implement scheme designed on Day 1

- Allocate materials to be used
- Create props to support merchandise
- Outline product and prop grouping
- Allocate spotlights and illustrate points of illumination
- Plan time and task breakdown for installation

Day 3: Research the themes and product for the window display and design the scheme

- Allocate materials to be used
- Produce props to support the merchandise
- Outline product and prop grouping
- Allocate spotlights to display
- Plan time and task breakdown for installation

Day 4: Implement the scheme researched and designed on day 3 and present to the window display

- Assemble window display as outlined in your design produced on day 3
- Adjust lighting as required
- Paint walls
- Cover floors
- Dress the window
- Check final standards
- Each Competitor will give a short verbal presentation to the Experts at the end of the day (15 minutes maximum) to explain their rationale and the processes behind each display. This should outline Days 1, 2 and 3 elaborating on any problems that arose, adaptations and improvisations.

3.3 Test Project development

The Test Project MUST be submitted using the templates provided by WorldSkills International (<http://www.worldskills.org/competitionpreparation>). Use the Word template for text documents and DWG template for drawings.

Time	Activity
6 months before the Competition	The Test Project is developed jointly by all Experts on the Discussion Forum.
4 months before the Competition	The Experts vote for agreement of the developed Test Project.
3 months before the Competition	The Test Project is circulated on the WorldSkills website
At the Competition	Material lists which have not yet been circulated will be given to the Competitors on Familiarisation Day (C-2). This constitutes the 30% change.

3.3.1 Who develops the Test Project / modules
The Test Project / modules are developed by:

All Experts

3.3.2 How and where is the Test Project / modules developed

Jointly on the Discussion Forum

3.3.3 When is the Test Project developed
The Test Project is developed:

By 6 months before the current Competition

3.4 Test Project marking scheme

Each Test Project must be accompanied by a marking scheme proposal based on the assessment criteria defined in Section 5.

3.4.1 The marking scheme proposal is developed by the person(s) developing the Test Project. The detailed and final marking scheme is developed and agreed by all Experts at the Competition.

3.4.2 Marking schemes should be entered into the CIS prior to the Competition.

3.5 Test Project validation

Test Project proposals must be validated and tested through being constructed and timed to prove that it is reasonable for the constraints of the Competition.

3.6 Test Project selection

The Test Project is selected as follows:

By vote of Experts on the Discussion Forum 4 months before the current Competition

3.7 Test Project circulation

The Test Project is circulated via WorldSkills International website as follows:

3 months before the current Competition

3.8 Test Project coordination (preparation for Competition)

Coordination of the Test Project will be undertaken by:

Chief Expert and Deputy Chief Expert

3.9 Test Project change at the Competition

In reference to Section 3.2 and 3.7, the product and list of materials will be held back from circulation. These lists will be circulated on the Familiarisation Day (C-2). This will constitute 30% change at the Competition.

3.10 Material or manufacturer specifications

Not applicable

4. SKILL MANAGEMENT AND COMMUNICATION

4.1 Discussion Forum

Prior to the Competition, all discussion, communication, collaboration and decision making regarding the skill must take place on the skill-specific Discussion Forum (<http://www.worldskills.org/forums>). All skill-related decisions and communication are only valid if they take place on the forum. The Chief Expert (or an Expert nominated by the Chief Expert) will be moderator for this forum. Refer to Competition Rules for the timeline of communication and competition development requirements.

4.2 Competitor information

All information for registered Competitors is available from the Competitor Centre (<http://www.worldskills.org/competitorcentre>).

This information includes:

- Competition Rules
- Technical Descriptions
- Test Projects
- Other Competition-related information

4.3 Test Projects

Circulated Test Projects will be available from [worldskills.org](http://www.worldskills.org) (<http://www.worldskills.org/testprojects>) and the Competitor Centre (<http://www.worldskills.org/competitorcentre>).

4.4 Day-to-day management

The day-to-day management is defined in the Skill Management Plan that is created by the Skill Management Team led by the Chief Expert. The Skill Management Team comprises the Jury President, Chief Expert and Deputy Chief Expert. The Skill Management Plan is progressively developed in the six months prior to the Competition and finalised at the Competition by agreement of the Experts. The Skill Management Plan can be viewed in the Expert Centre (<http://www.worldskills.org/expertcentre>).

5. ASSESSMENT

This section describes how the Experts will assess the Test Project / modules. It also specifies the assessment specifications and procedures and requirements for marking.

5.1 Assessment criteria

This section defines the assessment criteria and the number of marks (subjective and objective) awarded. The total number of marks for all assessment criteria must be 100.

Section	Criterion	Marks		
		Subjective (if applicable)	Objective	Total
A	Verbal Presentation	15	5	20
B	Understanding the theme	10	10	20
C	Interpreting the theme	20	0	20
D	Use of materials	5	10	15
E	Overall presentation and attention to detail	10	10	20
F	Safe working practices	0	5	5
	Total =	60	40	100

5.2 Subjective marking

Scores are awarded on a scale of 1 to 10

5.3 Skill assessment specification

To be developed by all Experts on the discussion forum once the Test Project has been decided.

5.4 Skill assessment procedures

The Experts will be split into groups according to WorldSkills experience, culture, language etc. The groups will judge a similar percentage of marks.

The groups will assess the same aspects for all Competitors rather than the complete module for just a few Competitors.

	Day 1	Day 2	Day 3	Day 4
	Activity	Activity	Activity	Activity
1st hour	Design	Install	Design	Install
2nd hour	Design	Install	Design	Install
3rd hour	Design	Install	Design	Install
4th hour	Plan	Install	Plan	Install
5th hour	Plan	Install	Plan	Install
6th hour	Judging	Presentation & judging	Prepare	Presentation & judging

6. SKILL-SPECIFIC SAFETY REQUIREMENTS

Refer to Host Country Health & Safety documentation for Host Country regulations.

- All Competitors must use safety glasses when using any hand, power or machine tools or equipment likely to cause or create chips or fragments that may injure the eyes
- Experts will use the appropriate personal safety equipment when inspecting, checking or working with a Competitor's project.

7. MATERIALS & EQUIPMENT

7.1 Infrastructure List

The Infrastructure List details all equipment, materials and facilities provided by the Competition Organiser.

The Infrastructure List is online (<http://www.worldskills.org/infrastructure/>).

The Infrastructure List specifies the items & quantities requested by the Experts for the next Competition. The Competition Organiser will progressively update the Infrastructure List specifying the actual quantity, type, brand/model of the items. Competition Organiser supplied items are shown in a separate column.

At each Competition, the Experts must review and update the Infrastructure List in preparation for the next Competition. Experts must advise the Technical Director of any increases in space and/or equipment.

At each Competition, the Technical Observer must audit the Infrastructure List that was used at that Competition.

The Infrastructure List does not include items that Competitors and/or Experts are required to bring and items that Competitors are not allowed to bring – they are specified below.

7.2 Materials, equipment and tools supplied by Competitors in their toolbox

Not applicable

7.3 Materials, equipment and tools supplied by Experts

Not applicable

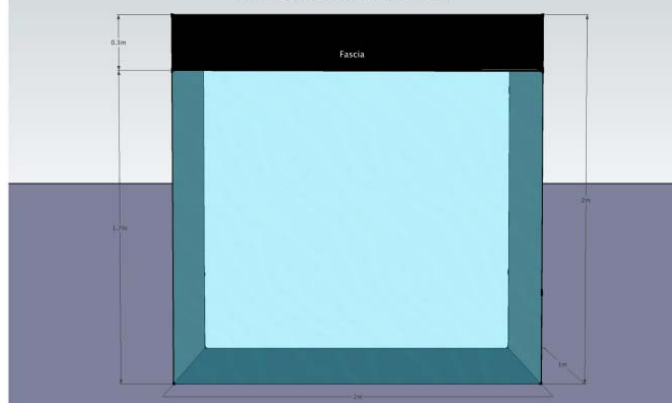
7.4 Materials & equipment prohibited in the skill area

Not applicable

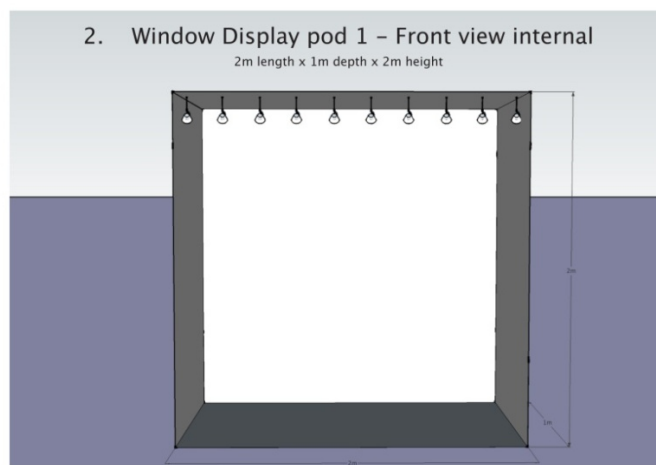
7.5 Proposed workshop and workstation layouts

Each Competitor will have a working area and two mock shop windows of approximately 9m². The working area will be based around a workbench approximately 1.5 m² with built in storage and additional storage space. The two mock shop windows will measure 2m length x 1m depth x 1.5m width. Each window will have three walls, a grid ceiling and an open front with 3 adjustable spotlights. A storage area measuring approximately 4m² will be available for each Competitor.

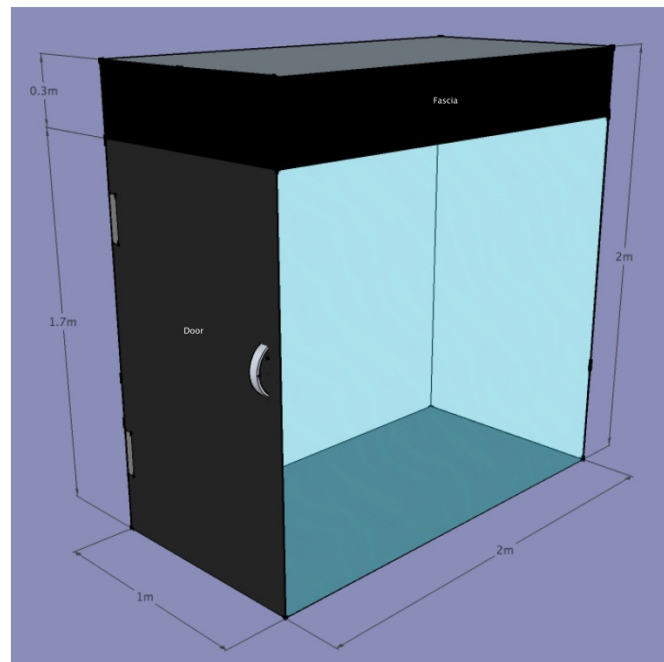
1. Window Display pod 1 – Front view external
2m length x 1m depth x 2m height



2. Window Display pod 1 – Front view internal
2m length x 1m depth x 2m height



3. Window Display pod 1 – Front and side view

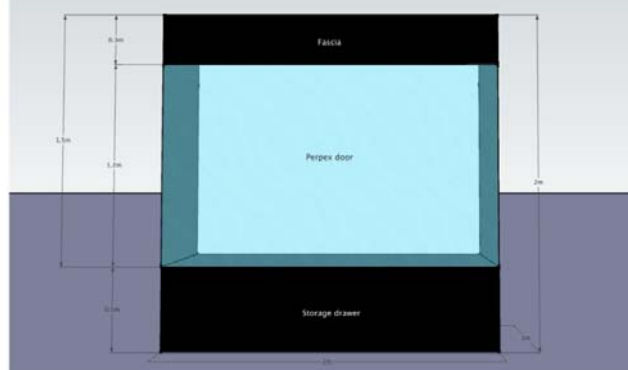


Window Display pod 1 specifications

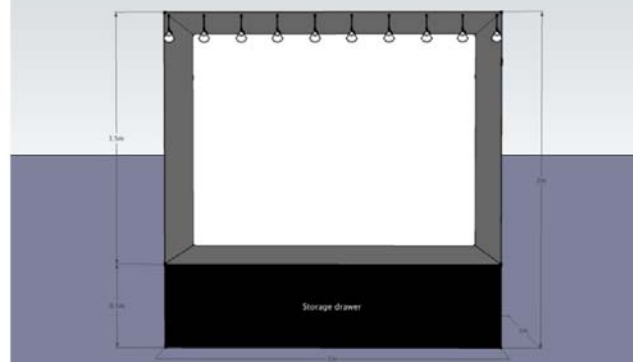
- 2m length x 1m depth x 2m height
- Enclosed ceiling with ceiling grid attached underneath
- 10 LED spotlights set at the front of the ceiling grid
- Side door for entry
- Interior white matt emulsion finish
- Exterior in matt black finish
- Glazed window
- Back and side walls

4. Window Display pod 2 – Front view external

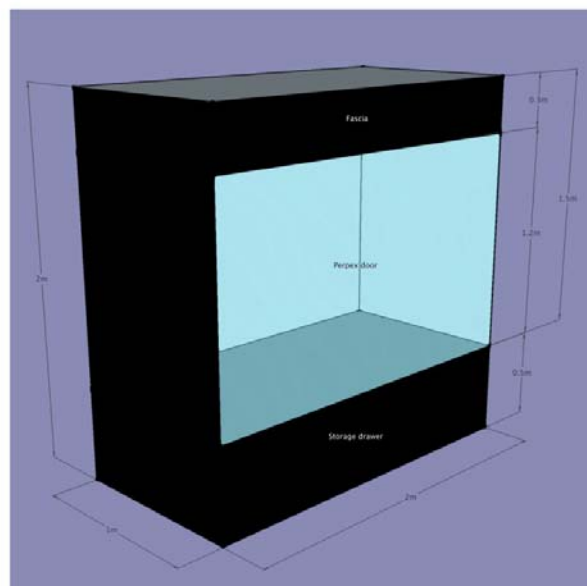
2m length x 1m depth x 1.5m height



5. Window Display pod 2 – Front view internal
2m length x 1m depth x 1.5m height



6. Window Display pod 2 – Front and side view

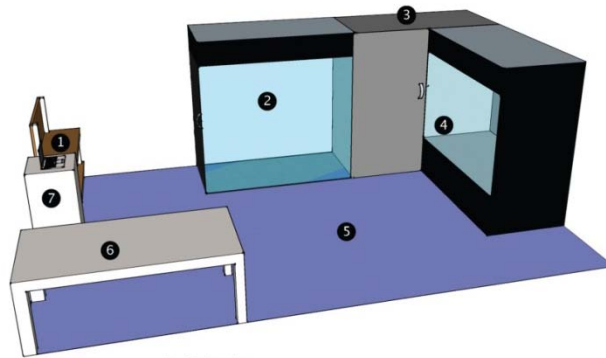


Window Display pod 2 specifications

- 2m length x 1m depth x 1.5m height
- Enclosed ceiling with ceiling grid attached underneath
- 10 LED spotlights set at the front of the ceiling grid
- Interior white matt emulsion finish
- Exterior in matt black finish
- Storage drawer
- Clazed perspex window door
- Back and side walls

7. Competitor area – Front view external

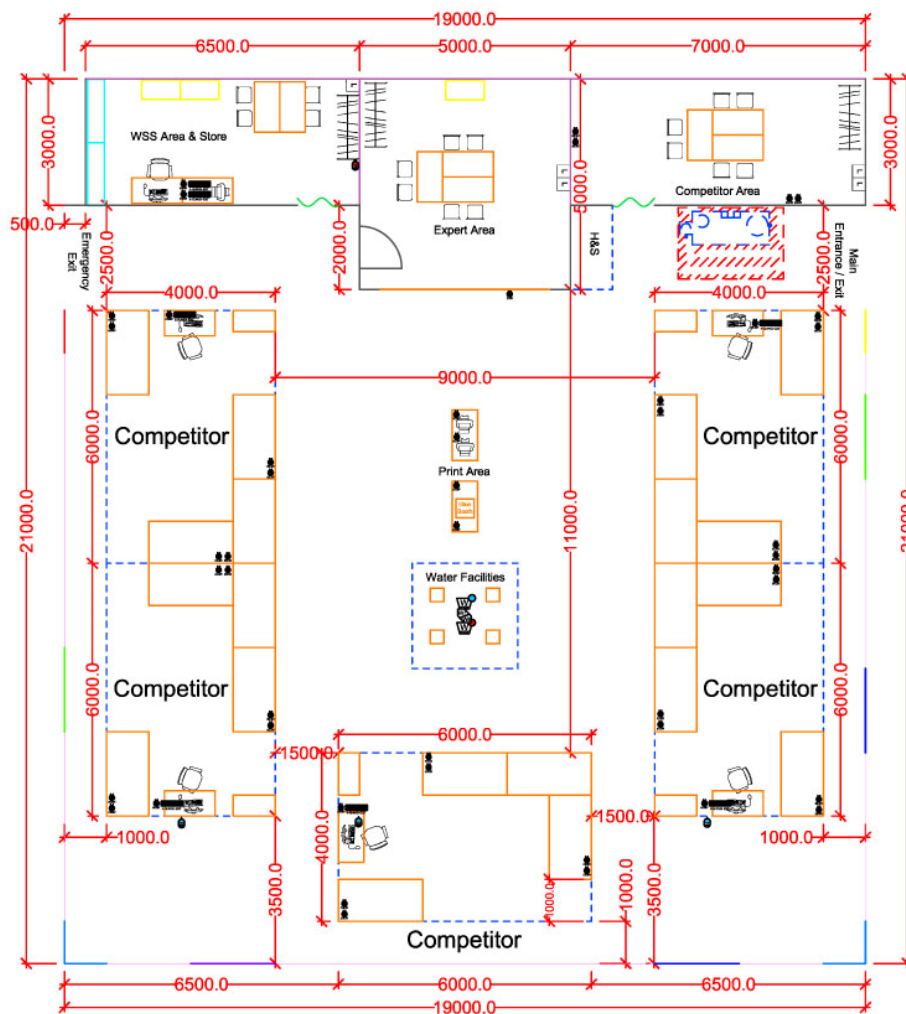
to include two window display pods, working area and storage section



1. Tool station
2. Window Display pod 1
3. Storage cupboard
4. Window Display pod 2
5. Large working space and to allow visitors to view the window displays without obstructions
6. Workbench
7. Computer station

Workshop layouts from London are available at:
http://www.worldskills.org/index.php?option=com_halls&Itemid=540

Workshop layout:



8. MARKETING THE SKILL TO VISITORS AND MEDIA

8.1 Maximising visitor and media engagement

The following ideas will be considered to maximise visitor and media engagement.

- Test Project descriptions communicating to a wider audience the nature of visual merchandising
- Enhanced understanding of Competitor activity
- Competitor profiles
- Try a trade e.g. mannequin styling, basic grouping of product
- Interaction with the media

8.2 Sustainability

- Provision of 'green' materials where possible and encourage recycling to the Competitors.