



TECHNICAL DESCRIPTION  
**Visual Merchandising**



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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Technical Committee Chair

## **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;](#)
- [sourcing materials;](#)
- [maximising 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 - Competition Manual
- 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**

Competitors will be competent in the following:

#### Interpret briefs for retail display and design display

- 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

- 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.

#### Understand the qualities of effective window display

- 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

- 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

#### Evaluate and improve retail displays

## 2.2 Theoretical knowledge

- Basic principles of window display design
  - Use and effectiveness of colour
  - Utilisation and most efficient use of space
  - Balance and grouping
  - Focus and specific use of available lighting
- Use basic principles to interpret window design that is appropriate to the product and target audience
- Research skills – 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.
- Planning & organisational skills
- Skills in creativity and flexibility/ adaptability – ability to interpret any brief and adapt design if any problems occur.

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
- Allocate supplied materials to design
- Plan and organise window installation to include time management
- Install window display

## 3. THE TEST PROJECT

### 3.1 Format / structure of the Test Project

- Test Project assessed in stages

### 3.2 Test Project design requirements

Module identification:

The Test Project consists of individual performances. Each competitor will be given two mock shop windows, a working area and storage space. Each competitor will communicate two themes over the four day WorldSkills event. Each competitor will be given the two set themes, products and an identical set of materials. They will be expected to research, design and install two 3D visual retail displays based on the given themes, products and materials. On the Familiarization Day preceding the competition the themes, products and materials will be revealed to the competitors.

**Module 1:** *Research the themes and product for the window display*

**Module 2:** *Design and plan window display*

**Module 3:** *Prepare and install window display*

**Module 4:** *Present the window display to jury panel*

**Module 1:** *Research the themes and product for the window display*

- Research theme and product via the internet, magazines and reference books
- Research target audience for the product
- Understand the theme, product and audience

- Familiarise with materials
- Using the above steps to create a moodboard to include sketches, images and colour/ fabric charts

**Module 2: Design and plan window display**

- Design the window display based on Module 1
- Allocate materials to be used
- Design props to support merchandise
- Draw a scale drawing of the design
- Outline product and prop grouping
- Allocate spotlights and illustrate points of illumination
- Plan time and task breakdown for installation

**Module 3: Prepare and install window display**

- Prepare display i.e. clean area
- Assemble window display as outlined in the planning stage.
- Install lighting and check all bulbs are working
- Paint the walls
- Cover floors
- Dress the window
- Adjust lighting
- Check final standards

**Module 4: Present the window display to jury panel**

- Each competitor will give a short verbal presentation (15 minutes maximum) to explain their rationale and the processes behind each display, to the panel of judges. This should outline Modules 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.

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  
The Test Project / modules are 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

### 3.7 Test Project circulation

The Test Project (excluding the product and materials list) 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 preceding the competition. 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 (agreed by Experts and submitted to the Chair/Vice Chair of the Technical Committee). The Chief Expert is to regularly share updates of the Skill Management Plan via the Forum.

## 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	10
E	Overall presentation and attention to detail	10	10	20
F	Safe working practices	0	5	5
<b>Total =</b>		<b>65</b>	<b>35</b>	<b>100</b>

### 5.2 Subjective marking

Subjective marking of the competition is 65%. Scores are awarded on a scale of 1 to 10.

### 5.3 Skill assessment specification

(Assessment specification = Test Project + Marking Scheme).

1. Before the Competition: Test Project proposals + Marking Scheme proposals.
2. At the Competition (C-6 to C-3): Test Project and Marking Schemes are defined.
3. Start of Competition (C-3): Test Project + Marking Scheme fully defined = Assessment Specification fully defined.

### 5.4 Skill assessment procedures

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

The groups will judge 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	Prepare	Presentation & judging	Prepare	Presentation & judging
7th hour	Prepare		Prepare	



## 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 lists all equipment, materials and facilities provided by the Host Country.

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 Host Country will progressively update the Infrastructure List specifying the actual quantity, type, brand/model of the items. Host Country 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.

<b>Workshop Installations</b>			
<b>Description</b>	<b>No. per competitor</b>	<b>No. per workshop/skill</b>	<b>No. per X no. of competitors</b>
Mock shop window	2		
Workbench	1		
Stool/ chair	1		
Computer with internet connection	1		
Electrical connections	2		
Tradesman (e.g. for holding ladders, shelves to hang up)			1 per 2
<b>Materials/consumables</b>			
<b>Description</b>	<b>No. per competitor</b>	<b>No. per workshop/skill</b>	<b>No. per X no. of competitors</b>
<b>Toolkit:</b>	1		
Pencils, markers and other drawing-materials	1		
Hammer	1		

Staple gun	1		
Pliers	1		
Screwdriver	1		
Selection of nails and screws	1		
Tape measure	1		
Stanley knife	1		
Glue gun	1		
Drill with battery and charger	1		
Flexible steel rule	1		
Cutting mat	1		
Scissors	1		
Masking tape	1		
Brushes and paint rollers	5		

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

None

## 7.3 Materials, equipment and tools supplied by Experts

None

## 7.4 Materials & equipment prohibited in the skill area

It will be explained to all experts and competitors that nothing is to come into or out of the site unless approved by the Chief Expert or Deputy Chief Expert. This includes any items that are being added or removed from toolboxes. The judges will carry out a tool box check prior to competition in line with accepted WorldSkills rules.

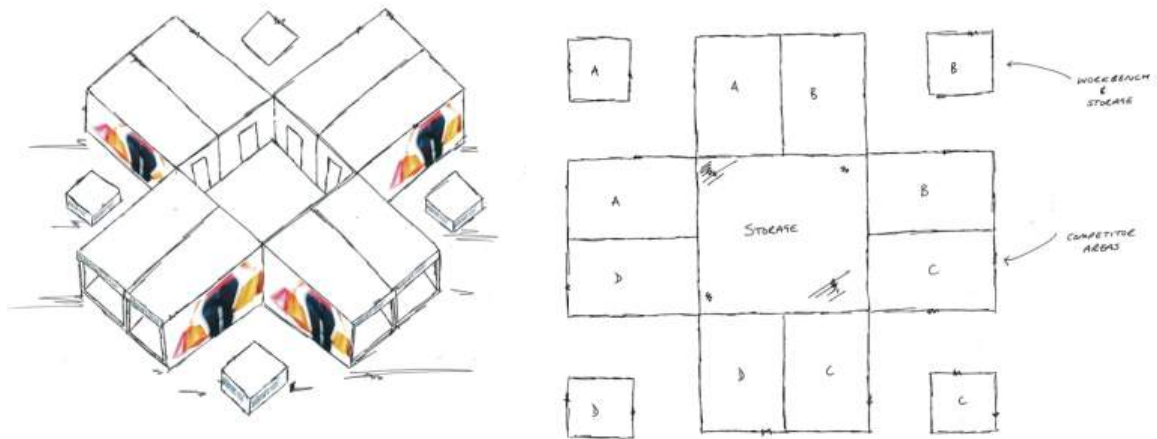
## 7.5 Proposed workshop and workstation layouts

Workshop and workstation layout:

Each competitor will have a working area and two mock shop windows of approximately 9m<sup>2</sup>. The working area will be based around a workbench approximately 1.5 m<sup>2</sup> 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 4m<sup>2</sup> will be available for each competitor.



Floor sketch of one competitor area



Arial view of four competitor areas together to be outward facing for maximum visibility

## 8. MARKETING THE SKILL TO VISITORS AND MEDIA

### 8.1 Maximising visitor and media engagement

We intend to maximise visitor and media engagement for Visual Merchandising in several ways such as:

- Test Project descriptions
- Enhanced understanding of Competitor activity
- Competitor profiles
- Try a trade e.g. mannequin styling, basic grouping of product

### 8.2 Sustainability

- We intend to provide 'green' materials and encourage recycling to the competitors.