

TEST PROJECT VISUAL MERCHANDISING

WSC2017_TP44_actual





LADIES FASHION ACCESSORIES WINDOW

C: RESEARCH AND INTERPRETATION

D: DESIGN

E: PREPARE AND MAKE

F: WINDOW INSTALLATION

Day 1 – 3 working hours for module C and D (C and D must be finished for lunch)

– 2 working hours module E and F

Day 2 – 5 working hours module E and F

Competitors will undertake the preparation of the window, making props and implementation of a complete fashion window with ladies accessories.

Brand and/or product, theme and surprise prop material/object, will not be seen until C1.

Health and safety rules will be briefed, adhered to and spot checks undertaken to assess safe working practice. As well as a professional standard of finish and execution in the window and a tidy and clean work space at end of each day.

Competitors can organize their own time plan for day 1 and 2, but they have to finish Module C and D, before lunch.

Competitors will undertake a number of specific skills, based on WSSS criteria, using the materials provided.

- Time plan in simple English evidenced on clear view.

RESEARCH

- Interpret brief as per industry requirements with TA specified, brand and /or product provided and 'theme' given.
- Research online for images to inform your design for a fashion window, working to the given product, theme and target customer. Pinterest and any equivalent web source including pre designed work, cannot be used
- Research of the TP are in three folders on desktop, named: inspiration, final images and links. URL references for images need to be collated.

The folder named inspiration contains all images that shows the complete research.

The folder named final images contains only the images that evidence the design on the design board.

The folder links contains all the links used to research this task.

DESIGN

- Realize design accurately

Creation of a design board this can be hand drawn and/or on Photoshop/Illustrator. Printed or drawn, glued on foamboard and leave in clear view on the desk.

Design board is one board, size of design board is free.

Design board shows complete design and inspiration of the window installation.

Use of images of internet for prop design in visual/design board and window is not allowed, prop design should be competitors own design. The design is evidenced by sketches and/or by illustrator files.

Images of products of internet are allowed in the visual on the design board.



Maximum 3 Keywords are allowed on the design board.

The window design needs to be as detailed as possible, as this needs to be replicated in the final window as exactly as possible.

Designboard criteria: all criteria used to make a complete window design: TA, theme, concept, colour, material, props, product presentation.

- A simple design rationale (explanation of design in simple English language) will be produced, listing in bullet points the core design inspiration and key design features of the window design. Print and leave in clear view on the desk.

Rationale criteria: explain all criteria used to make a complete window design: TA, theme, concept, colour, material, props, product presentation.

- Download fonts is not allowed, use only what is in illustrator or in Word on the computer offered.
- Produce sketches (minimum of five) are made by hand of illustrator of both. Offered on desk in clear view.

Sketches evidence ideas and design process.

PREPARE, MAKE, AND INSTALL

- There are four different colours of vinyl for task one.

There are four different colours and black and white of paint for task one.

- Make supporting props and use surprise prop

Surprise material for props offered by the sponsor, use one item minimum.

Using plinths 30x30x90 in task one is free of choice. Do not use the 30x30x20 plinths in task one these plinths are mandatory for task two. We leave window one as it is for visitors on day three and four.

Vinyl shapes are allowed to use if drawn/design by competitor self, no images from the internet. Evidenced in illustrator and printed, offered on desk together with the sketches.

- Vinyl text in task one, is free to use, make file in illustrator, offer this to WM on USB offered by WSI. WM will not help during competition, only plot illustrator file as offered.

If the file is not right, the only thing the WM will do, is tell the competitor that the file is not right, WM will not explain what is not right.

WALL AND FLOOR

- Preparing the window wall and floor, covering or/and painting.

Both window walls are painted.

Competitors have to paint walls, even if the walls are white in the design.

Competitors have to cover or to paint the floor, even if the floor is and stays white in the design.

INSTALL WINDOW

- Install final window display

Display to industry standard display dynamics.

Attract the target customer specified. Professional standard of finish and execution.



LIFESTYLE WINDOW

A: VM MEASURABLE SKILLS

B: PRODUCT IMPLEMENTATION

Day 3 - 4 working hours

Day 4 - 4 working hours

Competitors will undertake installing a lifestyle in- store display, using a range of life style products and a theme given by the WM, unseen by Competitors until C3. Competitors have to use all products and three plinths.

Competitors will show a number of technical skills using the materials provided.

Health and safety rules will be briefed, adhered to and spot checks undertaken to assess safe working practice. As well as a professional standard of finish and execution and a tidy and clean work space at end of each day.

Competitors will undertake a number of specific skills, based on WSSS criteria, using the materials provided:

- Each competitor receive three 'drawings/samples'
1 for the text, 1 for the shapes and 1 for the colours to mix and mask plinths.
- No design in task two, so NO internet in task two, also not for stopwatch.

Computer use for illustrator sketch and illustrator file to plot text only.

In the brief there is theme mentioned, this theme is communicated in the text in this window and in the way the product is presented only.

The theme text will be chosen by WM. The measurements will be chosen by experts.

There is some creativity in VM skills, presenting the product in using the theme from the tekst and placing the shapes, but competitors are not allowed to make or use any props.

SKETCH

- Make a sketch (illustrator, by hand or both) of your window with recognizable composition of plinths and product presentation on the plinths to evidence your ideas. This sketch should be finished after the first hour, your final window display should show this idea.

Two Experts after one hour make a copy of the sketch. This version of the sketch is used for marking.

Competitors are not allowed to changes the composition of plinths and product presentation ideas after this. If the sketch and the window are not the same, the criteria about composition of products and plinths will not be marked.

This sketch is like an industry agreement, this is what you agreed to make for a client.

The sketch is to proof and confirm it is your idea.



TEXT

- Applying vinyl text on glass.

All Competitors use the same text, same place, same font, same size and same colours offered to competitor in a drawing. Competitors make an illustrator file for the text, with the information of this drawing and offer this to the WM on the USB stick offered by WSI.

Again: If the file is not right, the only thing the WM will do, is tell the competitor that the file is not right, WM will not explain what is not right or missing.

Measurement of text place from the same outside side of the glass window.

Measure with Competitors own ruler.

SHAPES

- Cutting vinyl graphics shapes by hand (for back wall) to a set of measurements and shape specification.

For the use of vinyl in task two, WM will keep two colours behind, so every competitor has 2 colours to use on day 3.

Measuring the right place on the wall for two shapes only, picked by the experts on day 2 during competition. Placing the rest of the shapes is free to choose.

It is mandatory to use all shapes.

Measuring is with Competitors own ruler.

PLINTHS

- Mixing 2 colours of paint against the samples, masking two colours to each other and applying it on plinths.

Drawing with design and measurements to apply and mask two colours of paint on the plinths are offered by experts.

Painting plinths: two colour samples are offered to competitors on day 3.

Paint all sides of the plinths.

Measuring the mixed colours is against the dry sample in the window with spotlights on.

Measuring design and masking is with Competitors own ruler.

For the use of paint in task two, we will keep two colours behind, so every competitor has this colours to mix on day 3. Black and white should be enough for painting both windows.

FLOOR

- Professional covering of floor panels, with given material.

WINDOW DISPLAY

- Install final window display, products will be displayed, using the plinths provided in a composition free of choice.

Present all products in a professional way (according competitors own sketch copied by experts after the first hour on day 1) using the three plinths 30x30x20 in the window.

It is mandatory to use all products and three plinths.