

Test Project

Visual Merchandising

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Introduction

Competitors will undertake installing a selfmade complete lifestyle or fashion windowpresentation in four days, using a range of lifestyle or fashion products.

Competitors will not know the branche: Fashion or Lifestyle before reading the brief at the start of C1.

This Test Project contains a basic brief and also a specified client brief with client special requirements. The basic brief is shared on the forum, the client brief is shared on C1. Surprise items as product, theme, and surprise material will stay unseen and unknown till the start of the competition after Open Communication.

Competitors and Experts will read both the basic brief and the client brief together before the start of the competition and Competitors can ask questions. Questions only about understanding what is written in the brief. Questions about Visual Merchandising content are not allowed.

On Familiarization Day Competitors are allowed to try out only material and tools, all material used in familiarization should be removed from the workstation at the end of C-2. Except paint there is no extra material for familiarization, Competitors can not ask for more material. Competitors and Experts are not allowed to prepare, clean, measure, even not enter or touch the window, window panels, window glass, or spotlights.

Open Communication will take place in the briefing area after reading the brief. During Open Communication Competitors can discuss the brief with the Experts in their own language. Competitors and Experts will not see the product(s) and the surprise material/object during Open Communciation.

After the start of the competiton, Competitors will find the product(s)and the surprise material/object in the workstations.

C1-C4 Lifestyle or Fashion window

Competitors will undertake installing a selfmade complete lifestyle or fashion windowpresentation in four days, using a range of lifestyle or fashion products.

Competitors will undertake a number of specific Visual Merchandising creative and technical skills, based on WSSS criteria and industry, using the products, materials and tools provided. Competitors will not bring anything to their workstation, no tools, no USB, no phone, no sketchbook, nothing.

Competition

C1 Competitors interpretate the client brief and are asked to develop an innovative concept for a complete window design using the creative process from industry. (see forum)

Competitors have to finish criteria A: research and B: design, before lunch and criteria C: moodboard, visual and rationale at the end of C1.

Competitors are not allowed to start or prepare anything for criteria D/E/F/G/H/I on C1.

The complete design criteria A, B, and C contain the following parts:

- Written concept in simple English language
- Folder (on desktop) with inspiration
- Wordweb
- Sketches to evidence the design process
- Design drawing and colour proposal to evidence the design
- Moodboard
- Visual
- Rationale in simple English language

All parts of the complete design are client agreements and must meet industry level.

At C2, C3, and C4 after finishing the design Competitors will make, prepare, implement, and install the complete window presentation following their own concept and design.

Competitors have to organize their own timeplan to prepare, make, implement, and install the complete window.

To show good workorganization, Competitors make the time plan for C2, C3, and C4.

Experts should be given insight by this time plan, in timemanagement of the Competitor during C2, C3, and C4 of the competition.

The complete window contains:

- time plan
- selfmade props/surprise props
- painting, covering and applying vinyl
- product presentation
- implementing the complete window
- installing the complete window

The complete window presentation must meet industry level.

We are looking for a professional and industrial standard in prepare, make, implement, and install a complete window presentation. (see WSSS)

Health, Safety, and Environment rules will be briefed, adhered to, and spot checks undertaken to assess safe, sustain, and professional working practice during C2, C3, and C4.

As well as a professional and industrial standard of finish and execution and a tidy and clean window, workspace and storage at end of each day.

Competiton Time plan:

C 1: 3,5 working hours criteria A and B (finished before Lunch)

2,5 working hours criteria C finished at the end of C1

C 2: 6 working hours criteria D, E, F, G, H and I

C 3: 6 working hours criteria D, E, F, G, H and I

C 4: 3 working hours criteria D, E, F, G, H and I

Marking Criteria

A: Research

B: Design

C: Moodboard, visual and rationale

D: Health and safety, work and workspace organization

E: Props and implementation

F: Painting, covering and applying vinyl

G: Product presentation and styling

H: Installing and finish window

I: Appeal and client satisfaction

A: Research

- Interpret brief as per wishes and requirements of the client/sponsor and industry with TA specified, brand and/or product provided, and 'theme' given.
- Pinterest and any equivalent web source including predesigned work, are not allowed.
- Evidence your research/inspiration in a folder on your desktop named inspiration.

B: Design

- Evidence your design, the interpretation of the theme with a written concept, a brainstorm/wordweb, a sketchprocess and a design drawing.
- The theme is interpreted in your own way.
- The concept of the window is innovative and your own, not an already seen idea copied from other competitions, pinterest, or internet.
- A written concept is presented in clear view on the workbench in simple English language in maximum 25 words.
- Competitors can use google translate.
- Official WSI Interpreters can translate the concept after Competitors left the workfloor at the end of C1.
- A sketchprocess is presented in clear view on the workbench.
- The sketchprocess evidence your own interpretation of the theme and your own design ideas and design process.
- A design drawing by hand and/or illustrator to evidenced your idea is presented in clear view on the workbench.
- The design drawing can be a sketchy version in black/white, showing the definitive ideas of the windowdesign, with product and props in the right way and the right place.
- A colour proposal is to evidence your colour choice for the design/window.
- The colour proposal can be a colourrange.
- The colour proposal is printed/made by hand and presented in clear view on the workbench.

C: Moodboard, visual, and rationale.

- The moodboard show the 'look and feel' and the style that the Competitor came up with to communicate the concept in the window with the client, based on the research and the inspiration.
- The moodboard has to give the client a good impression of the style/look and feel of the window.
- The moodboard is printed in colour and presented in clear view on the workbench.
- The visual is in fullcolour, as detailed as possible.
- The visual will follow the sketches, the moodboard, the design drawing, and the colour proposal.
- The visual has to give a good impression to the client and can be used for execution of the window.
- The visual is the 'same' as the design drawing, Competitors are not allowed to add something or make any changes and or improvements in design after lunch.
- The visual is printed and or made by hand in colour and presented in clear view on the workbench.
- A design rationale (explanation of design in simple English language of maximum 200 words), will be produced, listing in bullet points, these are core design inspiration and key design features of the window design.
- Competitors can use google translate.
- Interpreters can translate the rationale after Competitors left the workfloor at the end of C1.
- The rationale is printed or handwritten and presented in clear view on the workbench.

Note: Moodboard, visual and rationale are made digital and or by hand this is Competitors' choice, just like the way they are presented (see creative process). All choices must meet industrial standards and are part of client agreement (see WSSS.)

D: Health and safety, work and workspace organization.

- Experts will take spot checks in safe and sustain working practice during C2, C3, and C4.
- Experts will take spot checks in making process of props to assess professional working practice and prop making process during C2, C3, and C4.
- As well as a tidy and clean workspace at the end of each day.

E: Props and implementation

- Competitors get four kind of surprisematerial (see the reference on the Discussion Forum).
- 2 kinds of large surprisematerial: use 1 item/part minimum of each kind.
- 2 kinds of small surprisematerial: use all material offered.
- Vinyl shapes are allowed to use as props in window, if drawn/design by Competitor self, no images from the internet. Evidenced design in illustrator is printed and presented in clear view on the workbench.
- Making 3D props for a spatial composition is mandatory.
- 3D props and 2D props in combination is allowed.
- Props are marked from 1-meter distances.

F: Painting, covering and tekst

- Competitors have to paint the wall, even if the wall is white in the design.
- Painting is also counted as 2D prop.
- Painting is marked from 1-meter distances.
- Masking is marked inside the window from 15cm distance.
- Covered panels are marked outside the window from 15cm distance.
- Applying vinyl text: make the file in illustrator, offer this to WSM on USB offered by WSI.
- Applying vinyl is marked inside the window from 15cm distance.

Note: WSM will not help with plotting or ilustrator problems during competition, only plot illustrator file as offered. WSM will tell only the file is not right.

G: Product presentation and styling

- Install final window display to industry standards for product presentation and styling.
- Product presentation and styling follow the design.
- Product is handled, presented and promoted professional.
- Product presentation and styling is marked from 1-meter distance.

H: Window Installing and finish

- Install final window display to industry standards for window display.
- Installing the window follow the design.
- Finish of the window is to industry standards for window display.
- Complete window is marked from 1-meter distance at the frontside.

I: Visual appeal and client satisfaction

- Install final window display to industry standards for window display.
- The window should have visual appeal and WOW factor.
- Install window display as per client requirements in the brief.
- Install window display follows the design.
- Complete window is marked from 1-meter distance at the frontside.

Note: A specified clients brief with requirements will be offered on C1, this brief can have different wishes and/or more client wishes than mentioned in these criteria.