

## Skill name

## Visual Merchandising

## Criteria

## Mark

A	VM measurable skills	14.50
B	Product implementation	12.00
C	Research and interpretation	6.00
D	Design	15.00
E	Prepare and make	18.50
F	Window installation	34.00
G		
H		
I		

Sub Criteria ID	Sub Criteria Name or Description	Aspect Type M = Meas J = Judg	Aspect - Description	Judg Score
A1	VM Skill measurement	M M J	Vinyl text is placed to specified measurements Vinyl shapes are cut to specified size Paint colour 1 matches sample given. Measured against dried co	0 1 2 3
		J	Paint colour 2 matches sample given. Measured against dried co	0 1 2 3
		J	Paint finish on plinths is finished to a professional standard. No s	

		0
		1
		2
		3
J	The quality of paint finish against masked lines on plinths is finish	0
		1
		2
		3
J	Vinyl shapes are cut to a professional standard. Straight lines and	0
		1
		2
		3
J	Vinyl shapes are applied professionally. No bubbles, creases and	0
		1
		2
		3
J	The vinyl text is applied professionally. No bubbles, creases and	0
		1
		2
		3
J	Floor panels are covered professionally. No creases, tucks, folds	0
		1
		2
		3
J	Neat work space. No spills or dirty work space	0
		1
		2
		3
J	Tidy work space. Equipment is put away and space tidied to a wo	0
		1
		2
		3

		J	Safe working practice with tools and efficient use of material. Spd	0 1 2 3
Sub Criteria ID	Sub Criteria Name or Description	Aspect Type M = Meas J = Judg	Aspect - Description	Judg Score
B1	Product implementation	M M M M M J	Sketch of window composition with shapes and plinths with produ Window composition is the same as the sketch which is copied b The product is 'hero' in this display. The product is the main point Professional product grouping using the 3 plinths. Vinyl shapes are placed as per instruction. Completed window display has a first visual appeal. Aesthetically	0 1 2 3
		J	The final display is finished to a professional standard. Clean/tidy	0 1 2 3
		J	Grouping of product in the window space is in a balanced compo	0 1 2 3
		J	Effective use of lighting. Highlights product, not over bright or illur	0 1 2 3
		J	Effective use of display dynamics. 'Visual' flow and/or design ryth	

		J	Vinyl shapes are used in an aesthetically pleasing balanced way	0 1 2 3
		J	The product is displayed professionally.	0 1 2 3
Sub Criteria ID	Sub Criteria Name or Description	Aspect Type M = Meas J = Judg	Aspect - Description	Judg Score
C1	Research and interpretation	M M J	3 folders named: inspiration, final images and links are on desktop Sketches (minimum of 5) are evidenced. Placed in pile on the desktop Inspiration research is clearly based on the clients brief, target customer	0 1 2 3
		J	Interpretation of the theme briefed by the client is original/surprising	0 1 2 3
		J	Final images in folder show concept idea.	0 1 2 3

Sub Criteria ID	Sub Criteria Name or Description	Aspect Type M = Meas J = Judg	Aspect - Description	Judg Score
D1	Design	M	Design rationale is recorded. Left in clear view	
		M	Design board is completed entirely with visual and final images. h	
		J	The complete design board is presented to a professional standa	0 1 2 3
		J	The design rationale clearly records the concept. All the main des	0 1 2 3
		J	The use of the theme shown on the visual attracts the target aud	0 1 2 3
		J	The design board evidences clear information of the theme/conc	0 1 2 3
		J	The concept/theme on the visual is surprising and original. Final f	0 1 2 3
		J	The design board is appealing/aesthetically pleasing	0 1 2

		J	The selected design sketch show a recognizable design proces/c	3 0 1 2 3
Sub Criteria ID	Sub Criteria Name or Description	Aspect Type M = Meas J = Judg	Aspect - Description	Judg Score
E1	Prepare and Make	M M M J	An time plan is evidenced. Left in clear view on the desk. NB Eng Painting of the wall is the same as the visual Covering/painting on the floor is the same as the visual The painting on the wall is well executed to a professional standa	0 1 2 3
		J	The covering/painting of the floor is well executed to a profession	0 1 2 3
		J	Clean work space. No spills or dirty work space	0 1 2 3
		J	Tidy work space. Equipment is put away and space tidied to a wo	0 1 2 3
		J	Safe working practice with tools and material. Spot checks to be	0

		1
		2
		3
J	Surprise prop is made to a professional industry standard. Finish	0
		1
		2
		3
J	Surprise prop uses professional skill process for making. Simple	0
		1
		2
		3
J	Surprise prop is made and/or designed innovatively. NB Innovatio	0
		1
		2
		3
J	Self made prop is made to a professional industry standard. Finis	0
		1
		2
		3
J	Self made prop is made with simple or complex skill process.	0
		1
		2
		3
J	Self made prop is made/designed innovatively. NB Innovation in c	0
		1
		2
		3

Sub Criteria ID	Sub Criteria Name or Description	Aspect Type M = Meas J = Judg	Aspect - Description	Judg Score
F1	Implementation	M	Completed window display concept is installed. The window display	0 1 2 3
		M	The props used in the completed window are the same scale as	
		M	The Surprise prop has been used as part of the concept/theme in	
		M	Product is hero. The product is the main focus	
		J	Completed window display appeal/attracts the target customer ad	0 1 2 3
		J	Completed window display has a first visual appeal. Wow factor!	
		J	Composition in the completed/final window is the same as the Vis	
		J	The concept/theme is clear in the completed window display	
		J	The product is displayed professionally.	0 1 2 3
		J	The appearance of the brand is clear/recognized in the complete	



J	The props support the product	3
		0
		1
		2
		3
J	The complete/final window is made to a professional industry sta	0
		1
		2
		3
J	Grouping of product and props in the window space are in a bala	0
		1
		2
		3
J	Effective use of display dynamics. Visual flow and/or design rythr	0
		1
		2
		3
J	Effective use of one or more focal point(s)	0
		1
		2
		3
J	The spotlights are used effectively. Highlights product, not over b	0
		1
		2
		3
J	Use of colour support the product	0
		1
		2
		3
J	Overall window is executed to a professional standard. Professio	0
		1

				2 3
Sub Criteria ID	Sub Criteria Name or Description	Aspect Type M = Meas J = Judg	Aspect - Description	Judg Score
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Sub Criteria ID	Sub Criteria Name or Description	Aspect Type M = Meas J = Judg	Aspect - Description	Judg Score

Extra Aspect Description (Meas or Judg) OR Judgement Score Description (Judg only)	Requirement or Nominal Size (Measurement Only)	WSSS Section	Max Mark
Allowing for upto 2mm deviation of measurements in width	yes/no	3	2.00
Allowing for upto 2mm deviation of size - within 3 flaws, max	yes/no	3	1.50
		3	1.50
Not same colour			
Near colour/slightly out			
Near exact colour			
Exact colour			
		3	1.00
Not same colour			
Near colour/slightly out			
Near exact colour			
Exact colour			
		3	1.00

Criterion A      Total Mark      14.50

Quality of paint finish less than acceptable standard	3	1.00
Slightly good quality ( industry acceptable) paint finish		
Mostly good quality ( industry acceptable) paint finish		
Immaculate paint finish		
Quality of paint against the masked line is finish less than	3	1.00
Quality of paint against the masked line is slightly good qu		
Quality of paint against the masked line is almost perfect		
Quality of paint against the masked line is immaculate.		
More than 2 small imperfections	3	1.00
2 small imperfections		
1 small imperfection		
No imperfections		
More than 2 small imperfections	3	1.00
2 small imperfections		
1 small imperfection		
No imperfections		
More than 2 small imperfections	3	1.00
2 small imperfections		
1 small imperfection		
No imperfections		
More than 2 small imperfections	3	2.00
2 small imperfections		
1 small imperfection		
No imperfections		
More than 2 small imperfections	1	0.50
2 small imperfections		
1 small imperfection		
No imperfections		
Work space is not neat	1	0.50
Mostly neat work space with a a couple small errors		
Near perfectly neat work space		
Perfectly neat work space		
Messy space	1	0.50
Mostly tidy space with some untidy elements		
Mostly tidy space		
Tidy space		

More than 2 errors recorded or experts interrupt competition 2 errors recorded 1 error recorded Perfect safe working practice and material use		1	0.50
Extra Aspect Description (Meas or Judge) OR Judgement Score Description (Judge only)	Requirement or Nominal Size (Measurement Only)	WSSS Section	Max Mark
	yes/no	1	1.00
	yes/no	1	1.00
	yes/no	6	1.00
	yes/no	6	1.00
Allowing for up to 2mm deviation of measurements in width	yes/no	6	1.00
	yes/no	6	1.00
Not aesthetically pleasing Some elements are aesthetically pleasing Most elements are aesthetically pleasing Aesthetically pleasing display		6	1.00
Not professionally finished Some elements are professionally finished Most elements are professionally finished Professionally finished display		6	1.00
The composition is not balanced Acceptable composition ( a couple small elements' off') Balanced composition ( 1 small element 'off') Perfectly balanced composition		6	1.00
Lighting is not used effectively The lighting is partly effectual The lighting is mostly effectual Effective use of lighting		6	1.00

Criterion B      Total Mark      12.00

Use of display dynamic is not effective Some elements of display dynamics are used effectively Mostly effective use of display dynamics Effective use of display dynamics		5	1.00
Vinyl shapes are not used in a aesthetically pleasing balance Vinyl shapes are used in a slightly aesthetically pleasing balance Vinyl shapes are used in a mostly aesthetically pleasing balance Vinyl shapes are used in a aesthetically pleasing balanced		5	1.00
Displayed below industry standard Displayed near acceptable industry standard Displayed in an acceptable industry standard Displayed in a professional standard			
Extra Aspect Description (Meas or Judg) OR Judgement Score Description (Judg only)	Requirement or Nominal Size (Measurement Only)	WSSS Section	Max Mark
	yes/no	4	0.50
	yes/no	4	0.50
		4	2.00
inspiration research is not clear inspiration research is shown inspiration research is recognizable inspiration research is clear		4	1.00
interpretation is literal interpretation is safe interpretation show some originality interpretation is original		4	2.00
Final images shows no concept idea Concept idea is shown in final images Concept idea is recognized in final images Concept idea is clear in final images			

Criterion C      Total Mark      6.00

Extra Aspect Description (Meas or Judg) OR Judgement Score Description (Judg only)	Requirement or Nominal Size (Measurement Only)	WSSS Section	Max Mark
	yes/no	1	0.50
	yes/no	5	1.00
		5	1.50
Not a professional standard of execution			
Some elements are excuted well			
Most elements are excuted well			
Excellent standard of execution			
		2	2.00
Less than 4 clear design criteria are recorded			
More than 4 clear design criteria are recorded			
1 clear design criteria is missing			
All design criteria are recorded clearly			
		4	2.00
Does not attract the target customer			
Some elements attract the target customer			
Most elements attract the target customer			
All elements attract the target customer			
		2	2.00
Concept is not clear at all			
Concept is shown			
Concept can be understand			
Concept is clear			
		4	2.00
Literal, design is copied from the final images			
Seen already often			
Viable but safe			
Surprising and original			
		5	2.00
Not appealing			
Slightly appealing			
Mostly appealing			

Criterion D      Total Mark      15.00

Visual is appealing/aesthetically pleasing		5	2.00
Sketches show no design development			
Sketches show limited development in design			
Sketches show development in design			
Sketches clearly show development in design			
Extra Aspect Description (Meas or Judg) OR Judgement Score Description (Judg only)	Requirement or Nominal Size (Measurement Only)	WSSS Section	Max Mark
	yes/no	1	1.00
	yes/no	5	0.50
	yes/no	5	0.50
	yes/no	5	1.00
Not a professional standard of execution			
Some elements are executed well			
Most elements are executed well			
Excellent standard of execution			
		5	1.50
Not a professional standard of execution			
Some elements are executed well			
Most elements are executed well			
Excellent standard of execution			
		1	1.00
Work space is not clean			
Mostly clean work space with more than 2 small errors			
Near clean work space with less than 2 small errors			
Clean work space			
		1	1.00
Unworkable/messy space			
Mostly tidy work space with more than 2 small errors			
Near tidy work space with less than 2 small errors			
Tidy work space			
		1	2.00
More than 2 errors recorded or experts interrupt competition			

Criterion E      Total Mark      18.50



2 errors recorded				
1 error recorded				
Safe working practice and material use				
		5	2.00	
Below professional industry standard				
Acceptable professional industry standard				
Near professional industry standard				
Professional industry standard		3	1.00	
Simple skill process used				
Basic skill process used				
Some complex skill process used				
Complex skill proces used		5	1.00	
No innovation evident				
Basic innovation used				
Some innovative techniques used				
Innovative techniques used		5	2.00	
Below professional industry standard				
Acceptable professional industry standard				
Near professional industry standard				
Professional industry standard/excellent		3	2.00	
Simple skill process used				
Basic skill process used				
Some complex skill process used				
Complex skill proces used		5	2.00	
No innovation evident				
Basic innovation used				
Some innovative techniques used				
Innovative techniques used				

Extra Aspect Description (Meas or Judg) OR Judgement Score Description (Judg only)	Requirement or Nominal Size (Measurement Only)	WSSS Section	Max Mark
	yes/no	1	1.00
	yes/no	6	2.00
	yes/no	6	2.00
	yes/no	6	2.00
	yes/no	2	2.00
Does not attract the target customer			
Some elements attract the target customer			
Most elements attract the target customer			
All elements attract the target customer		6	2.00
Not appealing			
Slightly appealing			
Mostly appealing			
Aesthetically pleasing		6	2.00
More than 2 differences			
2 differences			
1 difference			
The same		6	2.00
Concept/theme is not clear at all			
Concept/theme is shown			
Concept/theme can be understand			
Concept/theme is clear		6	2.00
Displayed below industry standard			
Displayed near acceptable industry standard			
Displayed in an acceptable industry standard			
Displayed in a professional standard		6	2.00
The brand is not clear at all			
The brand is shown			
The brand can be understand			

Criterion F      Total Mark      34.00

The brand is clear	6	2.00
Props don't support product	6	2.00
Props slightly support product		
Props mostly support product		
Props support product		
Below professional industry standard	6	2.00
Acceptable professional industry standard		
Near professional industry standard		
Professional industry standard/excellent		
The composition is not balanced	6	2.00
Acceptable composition (more than 1 elements off)		
Balanced composition (1 element off)		
Perfectly balanced composition		
There is no effective use of visual flow and display dynamics	6	2.00
Some elements of visual flow and display dynamics are used		
Mostly effective use of visual flow and display dynamics		
Effective use of visual flow and display dynamics		
There is/are no focal point(s) used	6	1.50
Focal point(s) is/are used		
Mostly effective use of focal point(s)		
Effective use of focal point(s)		
Lighting is not used effectively	6	2.00
The lighting is partly effectual		
The lighting is mostly effectual		
Effective use of lighting		
Use of colour does not support the product	6	2.00
Use of colour slightly supports the product		
Use of colour mostly supports the product		
Use of colour supports the product		
Displayed below industry standard	6	2.00
Displayed near acceptable industry standard		

Displayed in an acceptable industry standard Displayed in a professional standard			
Extra Aspect Description (Meas or Judg) OR Judgement Score Description (Judg only)	Requirement or Nominal Size (Measurement Only)	WSSS Section	Max Mark
Extra Aspect Description (Meas or Judg) OR Judgement Score Description (Judg only)	Requirement or Nominal Size (Measurement Only)	WSSS Section	Max Mark
Extra Aspect Description (Meas or Judg) OR Judgement Score Description (Judg only)	Requirement or Nominal Size (Measurement Only)	WSSS Section	Max Mark

Criterion G      Total Mark      0.00

Criterion H      Total Mark      0.00

Criterion I      Total Mark      0.00

Competition      Total Mark      100.00