

TEST PROJECT VISUAL MERCHANDISING AND WINDOW DRESSING

WSC2015_TP44_actual

Submitted by:

All Experts for WSC2015





INTRODUCTION

The Competition is a demonstration and assessment of the competencies associated with the trade/trades within this skills promotion. The Test Project consists of practical work only, by an individual Competitor.

Each Competitor will be given one shop window, 3 children mannequins in different poses, 2 standing and sitting, a working area and storage space. Each Competitor will communicate one given theme with motif in a window display, over four days of competition. The theme with motif will be chosen by all the experts. We draw a lot at the start of C1.

Each Competitor will be given, a black box with children clothes, a black box (surprise prop elements) and an identical set of tools and materials. Competitors are not allowed to bring anything to the competition workshop.

Competitors will be expected to research, design, make and install one window based on a given theme with motif, products and materials.

On familiarization day C-2, preceding the competition, the workshop, tools and materials, will be revealed to the Competitors. The black boxes (surprise items and product) will be provided on C1 at the start of competition.

Competitors can arranged their workshop at their desire.

Tools will be demonstrated and explained if necessary. Competitors are not allowed to make things or use materials on familiarization day.

At the start of C 1, before the competition, the TP and the theme with motif, will be revealed to the Competitors. Competitors are allowed to ask questions after reading the brief, only questions about explaining words.

Blackboxes are in the workstations at the start of the competition

THE BRIEF: TEST PROJECT

A children's fashion window, appropriate for the contemporary market, will be designed and implemented. Competitors will be given a title theme with motif at C1, which they must interpret and develop an original window concept from. Three children's mannequins will be supplied, different sizes and different poses (one sitting and two standing).

The children's fashion will be found in blackbox 1, also 3 items will be found in blackbox 2. The Competitors have to use at least one of all 3 items from black box 2. They also can use the materials provided, to design and make props to support their window concept.

Health, safety and environment rules must be adhered to, handling props, products and tools safely and correctly.

The judges are looking for world industry standards, aesthetically pleasing design, props and a window display, which are neat, clean and professional.

The following skills will be tested and demonstrated:



RESEARCH

- Through the internet on the computer provided with Google only. No login sites.
- To develop inspiration, design concepts and ideas, evidencing this process in image/material collation and window sketches. Competitors are not allowed to adopt, use or show any brands.
- Keep all research images in different folders on the desk top, links to the images should also be saved.
- Give those folders the following names: mood board, window design and links.

DESIGN PRESENTATION/COMMUNICATION

- A printed mood board will be produced showing: inspirational images communicating the theme with motif. Some text can be added in order to help communicate ideas, keywords only.
- A printed or draw by hand window visualisation, this can be sketching and/or software applications such as Photoshop and Illustrator. This visual shows exactly how you want your window to look and should communicate the theme with motif clearly and in detail.

VERBAL PRESENTATION OF DESIGN IN ENGLISH

- Give a verbal presentation of your window design in English to the judges using your mood board and visual.
- In this verbal presentation you explain exactly how you want your window to look and should communicate the theme clearly and in detail.

PREPARATION OF WINDOW DESIGN

The making of props.

Preparation of props.

Preparation of the window by covering/painting/plotting walls and floors.

The use of the cutting plotter is for text only, if you want to use vinyl adhesive foil as a material for props, you only can make those props by hand.

The steaming/ironing of product.

Dressing and styling mannequins.

Day 2 and 3 is for window preparation, you can make props and installation of props,

Day 2 is for paint and cover walls and floors.

You are not allowed to prepare or make any props on day 4, after day 3 all materials for props is 'removed' from the workstations.

IMPLEMENTATION/INSTALL WINDOW

Install all props (made and prepared on day 2 and day 3) and dressed mannequins. The final window display should clearly communicate the theme with motif from your mood board and also realise the final visual window design.



COMPETITION SCHEDULE

DAY 1

Time start: 09:30
Time finish: 15:30
Hours competing: 5 hours

Module 1

Research and Design presentation and communication

- Communication and research design ideas; make a mood board and a window visual.
- Prepare your verbal presentation (min 2 minutes max 3,5 minutes) in English to the judges.

DAY 2

Time start: 09.00
Time finish: 15.00
Hours competing: 5 hours

Module 2

Verbal presentation

□ Give a verbal presentation (min 2 minutes and max 3,5 minutes) of window design in English.

Module 3

Preparation of window design

Prepare the window walls and window floor
Health and safety rules are adhered to.

DAY 3

Time start: 09:00
Time finish: 16:00
Hours competing: 6 hours

Module 3

Preparation of window design

- Design and make the props for the window display.
- Prepare/steam/iron your product.
- Dress and style mannequins
- Health and safety rules are adhered to.

DAY 4

Time start: 09:00
Time finish: 14:00
Hours competing: 4 hours

Module 4

Install the window display

- Install all props and dressed mannequins
- Iron your product.
- Dress and style mannequins
- Health and safety rules are adhered to.