

44 Visual Merchandising

WorldSkills Standards Specification

Section	WSSS Marks
1	Work organization and management
2	Communication and interpersonal skills
3	Problem solving, innovation, and creativity
4	Interpret and research brief
5	Design
6	Implementation

Criteria

ID	Name
A	Research and inspiration
B	Design, concept and interpretation
C	Moodboard, visual and rationale

- D Health and safety, work and workspace organization
- E Props make and prepare
- F Painting, covering and applying vinyl
- G Product presentation and styling
- H Install and finish
- I Appeal and client satisfaction

Sub Criterion ID	Sub Criterion Name or Description	Day of Marking	Aspect Type M = Meas J = Judg	Aspect - Description	Judg Score
A1	Research and inspiration	1	J	Research of overall material	0 1 2 3
			J	Interpretation of the theme briefed by the client is original/surprisi	0 1 2 3
			J	Inspiration research is based on the clients brief	0 1 2 3
			J	Research show target audience understanding	0 1 2

					3
Sub Criterion ID	Sub Criterion Name or Description	Day of Marking	Aspect Type M = Meas J = Judg	Aspect - Description	Judg Score
B1	Design, idea/concept and interpretation	1	M M M M M J	Wordweb is comprehensive Wordweb mentions style and/or trend Design drawing shows colour range Design drawing show composition with props Sketches are made to industry level Written concept is inventive/original	0 1 2 3
			J	Written concept is based on the client brief	0 1 2 3
			J	Written concept meet the target audience (TA)	0 1 2 3
			J	Written concept meet the product	0 1 2 3
			J	Competitors text interpretation based on the client theme is origin	0 1 2 3

			J	Text interpretation (from the client theme) support concept	0 1 2 3
			J	Competitors text interpretation fits target audience (TA)	0 1 2 3
			J	Level of skill in technique and material used in design drawing (b)	0 1 2 3
			J	Sketches show design process. Design porcess show several ide	0 1 2 3
Sub Criterion ID	Sub Criterion Name or Description	Day of Marking	Aspect Type M = Meas J = Judg	Aspect - Description	Judg Score
C1	Moodboard, visual and rationale	1	M M M M M M M M M M J	Small surprise prop items have been used in the visual Large surprise props items have been used in the visual The proportions of products are to scale in the visual The proportion of props are to scale in the visual Visual is based as the design drawing The specified colour(s) is/are used in the visual Rationale explain/mention prop(s) in window design Rationale explain/mention productpresentation in window design Rationale explain/mention colour use in window design Rationale explain/mention composition in window design Moodboard has appeal	

				0
				1
				2
				3
	J	Moodboard show style/look and feel of the concept		0
				1
				2
				3
	J	Style/look and feel in the moodboard meet the client wishes		0
				1
				2
				3
	J	Style/look and feel in the moodboard fit the target audience		0
				1
				2
				3
	J	Moodboard is presented to a professional standard of execution		0
				1
				2
				3
	J	Moodboard level of technique and material use in making to indu		0
				1
				2
				3
	J	Visual has appeal		0
				1
				2
				3
	J	Visual show the same style/look and feel of the concept as in the		0
				1
				2
				3

			J	Complete window design in visual is clear for the client	0 1 2 3
			J	Visual is presented to a professional standard of execution (clear	0 1 2 3
			J	Level of skill in technique and material use in making a visual to i	0 1 2 3
Sub Criterion ID	Sub Criterion Name or Description	Day of Marking	Aspect Type M = Meas J = Judg	Aspect - Description	Judg Score
D1	Health and safety, work and workspace organiza	4	M M M J	Meet deadline for design drawing Meet deadline for entirely complete moodboard Meet deadline for entirely complete visual Timeplan for C2, C3 and C4 insightfull for experts, printed and or	0 1 2 3
			J	C2 Safe working practice with electric tools	0 1 2 3
			J	C3 Safe working practice with electric tools	0 1

					2
					3
		J	C4 Safe working practice with electric tools		0
					1
					2
					3
		J	C2 Efficient use of material (minimum waste)		0
					1
					2
					3
		J	C3 Efficient use of material (minimum waste)		0
					1
					2
					3
		J	C4 Efficient use of material (minimum waste)		0
					1
					2
					3
		J	Dealing/handling with product, furniture, display material, mannequ		0
					1
					2
					3
		J	C2 Workable neat workspace, equipment and material put away		0
					1
					2
					3
		J	C3 Workable neat workspace equipment and material put away		0
					1
					2
					3
		J	C4 Workable neat workspace equipment and material put away		0

			J	C2 Workable clean workspace	1 2 3 0 1 2 3
			J	C3 Workable clean workspace	0 1 2 3
			J	C4 Workable clean workspace	0 1 2 3
Sub Criterion ID	Sub Criterion Name or Description	Day of Marking	Aspect Type M = Meas J = Judg	Aspect - Description	Judg Score
E1	Props make and prepare	4	M M M M J	Props are used to create a 3D layered/spatial composition Props in the window are the same scale as in the visual Use of the specified mixed colour(s) is part of/works with the com Surprise material is used as agreed (all 2 small kinds of material Props support the product	0 1 2 3
			J	Use of surprise material is original/inventive/surprising	0 1 2

			J	Prop is inventive/original	3
					0
					1
					2
					3
			J	Level of skill in technique and material use in prop making	0
					1
					2
					3
			J	Prop support the concept	0
					1
					2
					3
			J	Prop is presented to a professional standard of execution	0
					1
					2
					3
			J	Use of the specified mixed colour(s) meets the idea/concept of th	0
					1
					2
					3
Sub Criterion ID	Sub Criterion Name or Description	Day of Marking	Aspect Type M = Meas J = Judg	Aspect - Description	Judg Score
F1	Painting, covering and applying vinyl	4	M	Specified mixed colour 1 is the same as the sample	
			M	Text font on window glass is the same as in the visual	
			M	Text place on window glass is the same as in the visual	
			M	Text on window glass is placed perfect straight, or perfect round	
			J	Level of creativity in painting	

				0
				1
				2
				3
	J	Painting to a professional industry standard		0
				1
				2
				3
	J	Level of skill in technique and material use in masking paint		0
				1
				2
				3
	J	Total colour combination has appeal		0
				1
				2
				3
	J	Panels are covered professional (fabric is stretched around the p		0
				1
				2
				3
	J	Level of skill in technique and material use in covering panel, with		0
				1
				2
				3
	J	Level of skill in technique and material use in applying vinyl text a		0
				1
				2
				3

Sub Criterion ID	Sub Criterion Name or Description	Day of Marking	Aspect Type M = Meas J = Judg	Aspect - Description	Judg Score
G1	Product presentation and styling	4	M	Product is prepped well (ironed, handled with care)	0 1 2 3
			M	Product is hero	
			J	Way of presenting the fashion product meets the concept	
			J	Way of presenting the fashion favours the product	
			J	Level of presenting the fashion product technique to industry	0 1 2 3
			J	Styling of the fashion combination meet the target audience TA	
Sub Criterion ID	Sub Criterion Name or Description	Day of Marking	Aspect Type M = Meas J = Judg	Aspect - Description	Judg Score
H1	Install and finish	4	M	Complete window presentation is the same as the visual	0
			J	Composition (product, prop and text) is in perfect balance	

				1
				2
				3
	J	Composition favours the product		0
				1
				2
				3
	J	Total colour combination meets the concept		0
				1
				2
				3
	J	Place of vinyl text on window glass work with the window compos		0
				1
				2
				3
	J	Size of vinyl text on window glass work with the window composi		0
				1
				2
				3
	J	Font of vinyl text on windowglass meets the idea/concept		0
				1
				2
				3
	J	Lighting favour the product		0
				1
				2
				3
	J	Level of lighting the complete window		0
				1
				2
				3
	J	Industrial level of finish to industry		

					0 1 2 3
Sub Criterion ID	Sub Criterion Name or Description	Day of Marking	Aspect Type M = Meas J = Judg	Aspect - Description	Judg Score
I1	Appeal and client satisfaction	4	M M J	Complete window has first appeal (based on the concept) Complete window has WOW factor (based on the concept) Complete window has good visual flow by using vocal points (gui	0 1 2 3
			J	Complete window has the same style/look and feel from the moo	0 1 2 3
			J	Complete window meet the target audience TA	0 1 2 3
			J	Complete window meet the client theme	0 1 2 3
			J	Complete window is original/inventive	0 1 2 3

			J	Complete window meet the client wishes	0 1 2 3
			J	Level of execution of complete window to industry	0 1 2 3

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	WSSS Marks	Aspect Marks	Variation
	10.00	10.00	0.00
	5.00	5.00	0.00
	15.00	15.00	0.00
	10.00	10.00	0.00
	20.00	20.00	0.00
	40.00	40.00	0.00
	Total Variation		0.00

	Mark
	5.00
	13.00
	15.00

10.00
11.00
11.00
9.00
13.00
13.00

Extra Aspect Description (Meas or Judg) OR Judgement Score Description (Judg only)	Requirement (Measurement Only)	WSSS Section	Calculation Row (Export only)	Max Mark
Lack of research or limited research Research is poor Research is competent Research is comprehensive		4		1.25
Interpretation is literal Interpretation is safe Interpretation show some originality Interpretation is inventive/original		4		1.25
Inspiration research is incoherent not based on the brief Inspiration research is minimal based on the clients brief Inspiration research is appropriate for the client brief Inspiration research is coherent and focussed on the client		4		1.25
Lack of TA understanding Limited TA understanding Adequate TA understanding		4		1.25

Criterion A Total Mark 5.00

Complete TA understanding

Extra Aspect Description (Meas or Judg) OR Judgement Score Description (Judg only)	Requirement (Measurement Only)	WSSS Section	Calculation Row (Export only)	Max Mark
	y/n	4		1.00
	y/n	4		1.00
	y/n	5		1.00
	y/n	5		1.00
	y/n	5		1.00
		3		1.00
No written concept				
Poor concept				
Good concept				
Invenitve/original concept				
		2		0.50
Written concept is not based on the client brief				
Written concept based the client brief in some way				
Written concept based on the client brief				
Written concept meet the client brief perfect				
		2		0.50
Written concept is not based on the TA				
Written concept is based in some way on the TA				
Written concept is based on the TA				
Written concept meet the TA perfect				
		3		1.00
Written concept does not meet the product				
Written concept meet the product in some way				
Written concept meet the product in some way				
Written concept meet the product perfect				
		4		1.00
Interpretation is literal the client theme				
Interpretation is safe				
Interpretation is competent				
Interpretation is inventive/original				

Criterion B Total Mark 13.00

Interpretation does not support concept		4		1.00
Interpretation support concept in a way				
Interpretation support concept				
Interpretation support concept perfect		4		1.00
Text does not fit TA				
Text fit the TA in a way				
Text fit the TA				
Text fit the TA perfect		5		1.00
Poor level				
Adequate level				
Good level				
Exceptional level		5		1.00
No process recognazible				
Limited process				
Adequate process				
Good process				
Extra Aspect Description (Meas or Judg) OR Judgement Score Description (Judg only)	Requirement (Measurement Only)	WSSS Section	Calculation Row (Export only)	Max Mark
	y/n	3		0.50
	y/n	3		0.50
	y/n	5		0.50
	y/n	5		0.50
	y/n	5		1.00
	y/n	3		0.50
	y/n	2		0.50
	y/n	2		0.50
	y/n	2		0.50
	y/n	2		0.50
	y/n	3		0.50

Criterion C Total Mark 15.00

No appeal				
Limited appeal				
Adequate appeal				
Appeal				
		3		1.00
Lack of style/look and feel of the concept				
Limited style/look and feel of the concept				
Clear style/look and feel of the concept				
Exceptional style/look and feel of the concept				
		2		0.50
Style /look and feel do not meet the client wishes				
Style /look and feel meet the client wishes in some way				
Style /look and feel meet the client wishes				
Style /look and feel meet the client wishes perfect				
		2		0.50
Style /look and feel do not fit the TA				
Style /look and feel fit the TA in some way				
Style /look and feel fit the TA				
Style /look and feel fit the TA perfect				
		5		1.00
Not professional				
Some elements are professional				
Most elements are professional				
Excellent professional standard				
		5		1.00
Poor level				
Adequate level				
Good level				
Exceptional level				
		3		0.50
No appeal				
Limited appeal				
Adequate appeal				
Appeal				
		5		2.00
Style/look and feel is not the same as in the moodboard				
Style/look and feel is slightly the same				
Style/look and feel is mostly the same				
Style/look and feel is the same				

Windowdesign is not clear Some windowdesign is shown Windowdesign can be understand Windowdesign is completely clear		3		0.50
Not professional Some elements are professional Most elements are professional Excellent professional standard		5		1.00
Poor level Adequate level Good level Exceptional level		5		1.00
Extra Aspect Description (Meas or Judg) OR Judgement Score Description (Judg only)	Requirement (Measurement Only)	WSSS Section	Calculation Row (Export only)	Max Mark
	y/n	1		0.50
	y/n	1		0.50
	y/n	1		0.50
		1		0.50
No timeplan in clear view on the workbench Poor and not insightfull timeplan Time plan not completely clear and insightfull Complete and insightfull timeplan		1		0.50
Intervene or more than 2 errors in safe working 2 errors 1 error Safe working		1		0.50
Intervene or more than 2 errors in safe working 2 errors				

Criterion D Total Mark 10.00

1 error Safe working	1	0.50
Intervene or more than 2 errors in safe working		
2 errors 1 error Safe working	1	0.50
Little or no efficiency evident in material use Some efficiency evident in material use Mostly efficient material use Efficient material use	1	1.00
Little or no efficiency evident in material use Some efficiency evident in material use Mostly efficient material use Efficient material use	1	0.50
Little or no efficiency evident in material use Some efficiency evident in material use Mostly efficient material use Efficient material use	1	0.50
Imprudent handling Uncareful handling Nonchelant handling Perfect handling with care and attention	1	0.50
Workspace is not neat, messy space Mostly tidy workspace with 2 small untidy elements Mostly tidy workspace with 1 small untidy element Perfect tidy workspace	1	0.50
Workspace is not neat, messy space Mostly tidy workspace with 2 small untidy elements Mostly tidy workspace with 1 small untidy element Perfect tidy workspace	1	1.00
Workspace is not neat, messy space		

Mostly tidy workspace with 2 small untidy elements Mostly tidy workspace with 1 small untidy element Perfect tidy workspace		1		0.50
Workspace is not clean, paintspills, left material and dirt o Mostly clean workspace with 2 small unclean elements Mostly clean workspace with 1 small unclean element Perfect clean workspace		1		0.50
Workspace is not clean, paintspills, left material and dirt o Mostly clean workspace with 2 small unclean elements Mostly clean workspace with 1 small unclean element Perfect clean workspace		1		1.00
Workspace is not clean, paintspills, left material and dirt o Mostly clean workspace with 2 small unclean elements Mostly clean workspace with 1 small unclean element Perfect clean workspace				
Extra Aspect Description (Meas or Judg) OR Judgement Score Description (Judg only)	Requirement (Measurement Only)	WSSS Section	Calculation Row (Export only)	Max Mark
	y/n	6		1.00
	y/n	6		1.00
	y/n	6		1.00
	y/n	3		1.00
		6		1.00
Prop do not support the product Prop support the product in some way Prop support the product Prop perfectly support the product		3		1.00
Use of surprise material is literal Use of surprise material is safe Use of surprise material is competent				

Criterion E Total Mark 11.00

Use of surprise material is inventive/original/surprising		3		1.00
Prop is literal				
Prop is safe				
Prop is competent				
Prop is inventive/original		6		1.00
Poor level				
Adequate level				
Good level				
Exceptional level		6		1.00
Prop do not support the concept				
Prop support the concept in some way				
Prop support the concept in some way				
Prop perfectly support the concept		6		1.00
Not professional				
Some elements are professional				
Most elements are professional				
Excellent professional standard		3		1.00
Use of the mixed colour does not meet the idea/concept				
Use of the mixed colour meet the idea/concept in some way				
Use of the mixed colour meet the idea/concept				
Use of the mixed colour perfectly meet the idea/concept				
Extra Aspect Description (Meas or Judg) OR Judgement Score Description (Judg only)	Requirement (Measurement Only)	WSSS Section	Calculation Row (Export only)	Max Mark
	y/n	6		1.00
	y/n	5		1.00
	y/n	5		1.00
	y/n	6		1.00
		5		1.00

Criterion F Total Mark 11.00

Poor level				
Adequate level				
Good level				
Exceptional level				
		6		1.00
Not professional				
Some elements are professional				
Most elements are professional				
Excellent professional standard				
		6		1.00
Poor level				
Adequate level				
Good level				
Exceptional level				
		3		1.00
No appeal				
Limited appeal				
Adequate appeal				
Appeal				
		6		1.00
Not professional				
Some elements are professional				
Most elements are professional				
Excellent professional standard				
		6		1.00
Poor level				
Adequate level				
Good level				
Exceptional level				
		6		1.00
Poor level				
Adequate level				
Good level				
Exceptional level				

Extra Aspect Description (Meas or Judg) OR Judgement Score Description (Judg only)	Requirement (Measurement Only)	WSSS Section	Calculation Row (Export only)	Max Mark
	yes/no	6		1.00
	yes/no	6		2.00
		6		1.00
Presenting/grouping does not meet the concept				
Presenting/grouping meet the concept in some way				
Presenting/grouping meet the concept				
Presenting/grouping meet the concept perfect/complete				
		6		2.00
Presenting/grouping does not favour the product				
Presenting/grouping favour the product in some way				
Presenting/grouping favour the product				
Presenting/grouping favour the product perfect				
		6		2.00
Poor level				
Adequate level				
Good level				
Exceptional level				
		6		1.00
Product combination does not meet the TA				
Product combination does meet the TA in some way				
Product combination meet the TA				
Product combination meet the TA perfect				
Extra Aspect Description (Meas or Judg) OR Judgement Score Description (Judg only)	Requirement (Measurement Only)	WSSS Section	Calculation Row (Export only)	Max Mark
	y/n	6		1.00
		6		2.00
Composition is not balanced				

Criterion G Total Mark 9.00

Criterion H Total Mark 13.00

Composition is balanced in some way				
Composition is balanced				
Composition is perfectly balanced				
	6		2.00	
Composition does not favour the product				
Composition favour the product in some way				
Composition favour the product				
Composition favour the product perfect				
	5		2.00	
Total colour combination does not meet the concept				
Total colour combination the concept in some way				
Total colour combination meet the concept				
Total colour combination meet the concept				
	6		1.00	
Place of text on window glass work with the window comp				
Place of text on window glass works with the window comp				
Place of text on window glass work with the window comp				
Place of text on window glass work perfect with the window				
	5		1.00	
Size of text on window glass work with the window compo				
Size of text on window glass works with the window compo				
Size of text on window glass work with the window compo				
Size of text on window glass work perfect with the window				
	5		1.00	
Font of text on window glass does not meet the idea/conce				
Font of text on window glass the concept in some way				
Font of text on window glass meet the concept				
Font of text on window glass meet the concept				
	6		1.00	
Lighting does not favour the product				
Lighting favour the product in some way				
Lighting favour the product				
Lighting favour the product perfect				
	6		1.00	
Poor level				
Adequate level				
Good level				
Exceptional level				
	6		1.00	

Poor level
Adequate level
Good level
Exceptional level

Extra Aspect Description (Meas or Judg) OR Judgement Score Description (Judg only)	Requirement (Measurement Only)	WSSS Section	Calculation Row (Export only)	Max Mark
	y/n	3		1.50
	y/n	3		1.50
		6		2.00
Complete window has no visual flow				
Complete window has visual flow in some way				
Complete window has visual flow				
Complete window has perfect visual flow				
		6		2.00
Complete window has not the style/look and feel from the				
Complete window has slightly the style/look and feel from				
Complete window has mostly the style/look and feel from t				
Complete window has the style/look and feel from the mod				
		2		0.50
Complete window do not meet the TA				
Complete window meet the TA in some way				
Complete window meet the TA				
Complete windowmeet the TA perfect				
		6		2.00
Complete window does not meet the client theme				
Complete window meet the client theme in away				
Complete window meet the client theme mostly				
Complete window meet the client theme				
		3		1.00
Complete window is literal				
Complete window is safe				
Complete window is competent				
Complete window is inventive/original				

Criterion I Total Mark 13.00

Complete window does not meet the client wishes		2		0.50
Complete window meet the client wishes in away				
Complete window meet the client wishes mostly				
Complete window meet the client wishes		6		2.00
Poor level				
Adequate level				
Good level				
Exceptional level				

Competition	Total Mark	100.00
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