

## Skill name

## Visual Merchandising and Window Dressing

Criteria	Mark
A Research design and presentation	31.00
B Preparation of window	33.50
C Installation of window	35.50

Sub Criteria ID	Sub Criteria Name or Description	Aspect Type O = Obj S = Sub J = Judg	Aspect - Description	Judg Score
A1	Research	O	General research images of window design inspiration	0 1 2 3
A2	Design	O	General research images of the mood board	
		O	URL links are evidenced	
		O	Design sketches are evidenced	
		O	Mood Board is completed entirely	
		O	Visual is completed entirely	
		J	Mood board interprets the theme clearly. The theme will be chosen	
		J	Mood board evidences the concept, interpretation of the theme, t	
		J	Mood board evidences the concept, interpretation of the theme, t	

			0
			1
			2
			3
	J	The interpretation of concept/design theme is original (on the mo	0
			1
			2
			3
	J	The mood board is presented to a professional standard of execu	0
			1
			2
			3
	J	The mood board is aesthetically pleasing	0
			1
			2
			3
	J	The visual evidences clear information of the concept/design the	0
			1
			2
			3
	J	The window visual is presented to a professional standard of exe	0
			1
			2
			3
	J	The window visual interprets the theme in an original way	0
			1
			2
			3
	J	The window visual is aesthetically pleasing	0
			1
			2
			3

A3	Presentation/communication	<div><div>O</div>Target Customer is identified</div> <div><div>O</div>Engaging verbal presentation</div> <div><div>O</div>Clear verbal delivery</div> <div><div>O</div>Eye contact</div> <div><div>O</div>Professional manner</div> <div><div>O</div>Verbal is undertaken in no less than 2 mins. No less than 2 minutes</div> <div><div>O</div>Competitor refers to mood board and visual through the presentation</div> <div><div>J</div>Window concept and inspiration is presented and explained verbally</div>	<div>0</div> <div>1</div> <div>2</div> <div>3</div>	
		<div><div>J</div>The target audience identified will be attracted to the window display</div>	<div>0</div> <div>1</div> <div>2</div> <div>3</div>	
Sub Criteria ID	Sub Criteria Name or Description	Aspect Type O = Obj S = Sub J = Judg	Aspect - Description	Judg Score
B1	Prepare the window walls and window floor	<div><div>O</div>Covering /painting on wall is the same as the visual</div> <div><div>O</div>Covering/painting on the floor is the same as the visual</div> <div><div>J</div>The covering/painting of the floor is neat</div>	<div>0</div> <div>1</div> <div>2</div> <div>3</div>	
		<div><div>J</div>The covering/painting on the wall is neat</div>	<div>0</div> <div>1</div> <div>2</div> <div>3</div>	
		<div><div>J</div>The covering/painting of the floor is clean</div>	<div>0</div> <div>1</div> <div>2</div> <div>3</div>	

B2	Preparation and dressing of garments			0
				1
				2
				3
		J	The covering/painting of the wall is clean	0
				1
				2
				3
		O	Outfit 1 is dressed/fitted well	
		O	Outfit 2 is dressed/fitted well	
		O	Outfit 3 is dressed/fitted well	
		O	Outfit 1 is steamed /ironed well	
		O	Outfit 2 is steamed/ironed well	
		O	Outfit 3 is steamed/ironed well	
		J	Mannequin 1 is styled suitably for the theme	0
				1
				2
				3
		J	Mannequin 1 styling Communicates/attracts target customer ide	0
				1
				2
				3
		J	Mannequin 2 is styled suitably for the theme	0
				1
				2
				3
		J	Mannequin 2 styling Communicates/attracts target customer	0
				1
				2
				3
		J	Mannequin 3 is styled suitably for the theme	0
				1

B3	health and safe working practice. Spot - check in	J	Mannequin 3 styling. Communicates/attracts target customer	2
				3
				0
				1
				2
				3
		J	Tools are handled safely	0
				1
				2
				3
				0
				1
				2
				3
		J	Appropriate safety clothes /kit worn	0
				1
				2
				3
				0
				1
				2
				3
		J	Equipment is handled safely	0
				1
				2
				3
		J	Work space is clean upon completion of days task	0
				1
				2
				3
		J	Work space is tidy upon completion of days task	0
				1
				2
				3
B4	Prop making	O	The vinyl decal text is designed and plotted out	0
				1
				2
				3
		J	Innovative process and techniques employed for making self des	0
				1
				2

		J	The props are made to a professional industry standard	3
				0
				1
				2
				3
		J	The 'black box' material/prop is used in an innovative way. Contr	0
				1
				2
				3
		J	The 'black box' material/prop is made a professional industry sta	0
				1
				2
				3
		J	Innovative process and techniques employed for motif design/pro	0
				1
				2
				3
		J	The 'motif prop/design' is made to a professional industry standa	0
				1
				2
				3
Sub Criteria ID	Sub Criteria Name or Description	Aspect Type O = Obj S = Sub J = Judg	Aspect - Description	Judg Score
C1	Time planning and organization			
		O	A competition time plan is evidenced on paper. Leave on desk in	
		O	The complete window design theme is installed as per the visual.	
C2	Complete window: communication	J	Install the window display. The complete window installation is cle	0

C3	Complete window: communication			1
				2
				3
		J	The complete window installation is tidy	0
				1
				2
				3
		J	The overall window is presented to a professional standard	0
				1
				2
				3
		J	Work space is clean upon completion of days task	0
				1
				2
				3
		J	Work space is tidy upon completion of days task	0
				1
				2
				3
		O	The vinyl decal text has been applied in the final window	
		O	The black box material has been used in the complete window display	
		O	The motif has been used in the complete window display	
		O	The props used in the completed window are the same scale as the design theme	
		J	The props support the communication of the design theme	0
				1
				2
				3
		J	The use of the black box materials/props support communication	0
				1
				2
				3
		J	The use of the Motif materials/props, support communication of the design theme	

C4	Complete window: Display dynamics			0
				1
				2
				3
		J	The product styling on the mannequins, support's the communication	0
				1
				2
				3
		J	The completed window communicates the theme effectively	0
				1
				2
				3
		J	The window has a strong first impression to the target audience in	0
				1
				2
				3
		O	The overall space is clearly illuminated	
		O	The spotlights highlight the product	
		O	The product is 'the main point of focus. The product is the main p	
		J	The overall window displays a balanced overall composition withi	0
				1
				2
				3
		J	Mannequins are grouped effectively	0
				1
				2
				3
		J	Props are placed correctly to create a balanced composition	0
				1
				2
				3
		J	The window uses clear focal points Within the concept design th	



			0 1 2 3
	J	The overall window display clearly uses 'visual movement. This g	0 1 2 3
	J	The complete window communicates as per the window visual	0 1 2 3

Extra Aspect Description (Obj or Subj) OR Judgement Score Description (Judg only)	Requirement or Nominal Size (Obj Only)	WSSS Section	Max Mark
Inspiration process should be clear for the client	yes/no	4	1.00
Evidenced in named folder on the desktop	yes/no	4	1.00
	yes/no	4	1.00
Evidence a clear sketching process left on desk	yes/no	4	1.00
If not completed entirely, the competitor loses this mark or	yes/no	5	1.00
If not completed entirely, the competitor loses this mark or	yes/no	5	1.00
		4	2.00
Lacks clear interpretation of the theme			
some evidence of interpretation of the theme			
Mostly interprets the theme			
Clearly interprets theme			
		4	2.00

Criterion  
A

Total  
Mark 31.00

no TA				
TA but no match				
acceptable match				
excellent match				
		4	2.00	
lacking any originality and appeal				
viable but safe				
some innovation shown				
highly original and forward thinking		5	1.00	
more than 2 errors/not acceptable				
2 small errors/acceptable				
1 small error/near excellence				
professional standard/excellent		5	1.50	
not appealing				
slightly appealing				
appealing				
very appealing		5	2.00	
concept is not clear at all				
concept is shown				
concept can be understand				
concept is clear		5	1.00	
more than 2 errors/not acceptable				
2 small errors/acceptable				
1 small error/near excellence				
professional standard/excellent		4	2.00	
lacking any originality and appeal				
viable but safe				
Some originality shown				
highly original and forward thinking		5	1.50	
not appealing				
slightly appealing				
appealing				
very appealing				

	yes/no	2	1.00
	yes/no	2	1.00
	yes/no	2	1.00
	yes/no	2	1.00
	yes/no	2	1.00
	yes/no	2	1.00
	yes/no	2	1.00
	Yes/no	2	1.00
		2	2.00
One point or less of information is explained only a couple or more points of information are explained most information is explained all information is explained		2	1.00
The TA will not be attracted to the window design The TA will be attracted to some elements of the window design The TA will be attracted to most elements of the window design The TA will be attracted to all elements of the window design			
Extra Aspect Description (Obj or Subj) OR Judgement Score Description (Judg only)	Requirement or Nominal Size (Obj Only)	WSSS Section	Max Mark
	yes/no	5	0.75
	yes/no	5	0.75
		6	1.50
more than 2 errors 2 small errors 1 small error immaculate		6	1.50
more than 2 errors 2 small errors 1 small error immaculate		6	1.00

Criterion B      Total Mark      33.50

more than 2 errors			
2 small errors			
1 small error			
immaculate			
		6	1.00
more than 2 errors			
2 small errors			
1 small error			
immaculate			
	yes/no	6	1.25
	yes/no	6	1.25
	yes/no	6	1.25
	yes/no	6	0.50
	yes/no	6	0.50
	yes/no	6	0.50
		5	1.00
not styled suitably for the theme/below standard			
some elements are styled suitably/ just meets industry standard			
most elements are styled suitably/mostly meets industry standard			
styled suitably for the theme, perfect industry standard			
		5	0.75
does not attract target customer			
Some styling elements attract target customer			
most elements attract target customer			
All elements attract target customer			
		5	1.00
not styled suitably for the theme/below standard			
some elements are styled suitably/ just meets industry standard			
most elements are styled suitably/mostly meets industry standard			
styled suitably for the theme, perfect industry standard			
		5	0.75
not styled suitably/below standard			
some elements are styled suitably/ just meets industry standard			
most elements are styled suitably/mostly meets industry standard			
styled suitably, perfect industry standard			
		5	1.00
not styled suitably for the theme/below standard			
some elements are styled suitably/ just meets industry standard			

most elements are styled suitably/mostly meets industry standard			
styled suitably for the theme, perfect industry standard		5	0.75
does not attract target customer			
Some styling elements attract target customer			
most elements attract target customer			
All elements attract target customer			
		1	0.75
More than 2 acts of unsafe practice			
Upto 2 acts of unsafe practice			
1 act of unsafe practice			
No acts of unsafe practice		1	1.00
Safety clothes are not worn at all			
Safety clothes are worn for some practice			
Safety clothes are worn for most practice			
Safety clothes are worn for all practice			
		1	0.75
More than 2 acts of unsafe practice			
Upto 2 acts of unsafe practice			
1 act of unsafe practice			
No acts of unsafe practice			
		1	1.00
more than 2 errors			
2 small errors			
1 small error			
immaculate			
		1	1.00
more than 2 errors			
2 small errors			
1 small error			
immaculate			
	yes/no	5	1.00
		3	1.00
No innovation evident			
Basic techniques used			
Some innovative techniques used			

Innovative techniques used		3	2.00
below industry standard			
acceptable industry standard			
near industry standard			
professional standard/excellent		3	2.00
No innovation evident			
Basic use			
Some innovation used			
Innovative use		3	2.00
below industry standard			
acceptable industry standard			
near industry standard			
professional standard/excellent		4	2.00
No innovation evident			
Basic techniques used			
Some innovative techniques used			
Innovative techniques used		3	2.00
below industry standard			
acceptable industry standard			
near industry standard			
professional standard/excellent			
Extra Aspect Description (Obj or Subj) OR Judgement Score Description (Judg only)	Requirement or Nominal Size (Obj Only)	WSSS Section	Max Mark
	yes/no	1	1.00
	yes/no	1	1.00
		1	1.00
more than 2 flaws			

Criterion C      Total Mark      35.50

2 small flaws 1 small flaw immaculate		1	1.00
more than 2 flaws 2 small flaws 1 small flaw immaculate		6	2.00
below industry standard acceptable industry standard near industry standard professional standard/excellent		4	1.00
more than 2 errors 2 small errors 1 small error immaculate		1	1.00
more than 2 errors 2 small errors 1 small error immaculate			
	yes/no	6	0.50
	yes/no	6	2.00
	yes/no	6	1.00
	yes/no	6	0.50
		4	2.00
Props do not support communication of theme Props support communication of theme a little Props mostly support communication of theme Props support communication of the theme, clearly		4	2.00
use of BB do not support communication of theme use of BB support communication of theme a little use of BB mostly support communication of theme use of BB support communication of the theme, clearly		4	2.00



Motif do not support communication of theme			
Motif support communication of theme a little			
Motif mostly support communication of theme			
Motif support communication of the theme, clearly		4	2.00
Styling does not support communication of theme			
Styling support's communication of theme a little			
Styling mostly support's communication of theme			
Styling supports communication of the theme, clearly		4	2.00
Theme does not communicate clearly			
Theme communicates a little			
Theme mostly communicates clearly			
Theme communicates clearly		6	2.00
No visual appeal			
Moderate visual appeal			
Good visual appeal			
Outstanding visual appeal			
	yes/no	6	0.50
	yes/no	6	0.50
	yes/no	6	1.00
		6	2.00
No balanced composition			
Basic balanced composition			
Near perfect balanced composition			
Perfect balanced composition		6	1.50
Poor mannequin grouping/ below standard			
Good mannequin grouping/adequate standard			
Very good mannequin grouping/standard			
Excellent mannequin grouping /standard		6	1.00
Props not placed well.			
props placed basically			
Props placed well			
Props placed perfectly		6	1.00

No clear focal points used			
Some focal points used			
Mostly clear use of focal points			
clear use of focal points		6	2.00
Poor visual movement			
Good visual movement			
Very good visual movement			
Excellent visual movement		6	2.00
No elements			
A couple elements			
Most elements			
Exactly			

Competition	Total Mark	100.00
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