

# 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.

## 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
		O	General research images of the mood board	
		O	URL links are evidenced	
		O	Design sketches are evidenced	
A2	Design	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	

			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	O O O O O O O J	Target Customer is identified Engaging verbal presentation Clear verbal delivery Eye contact Professional manner Verbal is undertaken in no less than 2 mins. No less than 2 minutes Competitor refers to mood board and visual through the presentation Window concept and inspiration is presented and explained verbally	0 1 2 3  0 1 2 3
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	O O J  J  J	Covering /painting on wall is the same as the visual Covering/painting on the floor is the same as the visual The covering/painting of the floor is neat  The covering/painting on the wall is neat  The covering/painting of the floor is clean	0 1 2 3  0 1 2 3

			0
			1
			2
			3
	J	The covering/painting of the wall is clean	0
			1
			2
			3
B2		Preparation and dressing of garments	
	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



			2
			3
		J Mannequin 3 styling. Communicates/attracts target customer	0
			1
			2
			3
B3	health and safe working practice. Spot - check in	J Tools are handled safely	0
			1
			2
			3
		J Appropriate safety clothes /kit worn	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
		J Innovative process and techniques employed for making self des	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

			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
C3	Complete window: communication		
	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 of the design theme	0
			1
			2
			3
	J	The use of the Motif materials/props, support communication of the design theme	0
			1
			2
			3

			0
			1
			2
			3
	J	The product styling on the mannequins, support's the communica	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 i	0
			1
			2
			3
C4	Complete window: Display dynamics		
	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 conecept 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
	yes/no	5	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	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
		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 sta			
most elements are styled suitably/mostly meets industry s			
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 sta			
most elements are styled suitably/mostly meets industry s			
styled suitably for the theme, perfect industry standard		5	0.75
not styled suitably/below standard			
some elements are styled suitably/ just meets industry sta			
most elements are styled suitably/mostly meets industry s			
styled suitably, perfect industry standard		5	1.00
not styled suitably for the theme/below standard			
some elements are styled suitably/ just meets industry sta			

most elements are styled suitably/mostly meets industry s 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	5	1.00
yes/no	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/adeqaute 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