

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 Target Customer is identified O Engaging verbal presentation O Clear verbal delivery O Eye contact O Professional manner O Verbal is undertaken in no less than 2 mins. No less than 2 minutes O Competitor refers to mood board and visual through the presentation J 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 Covering /painting on wall is the same as the visual O Covering/painting on the floor is the same as the visual J The covering/painting of the floor is neat | J The covering/painting on the wall is neat J 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 |
| | | J | Mannequin 3 styling. Communicates/attracts target customer | 3 |
| | | | | 0 |
| | | | | 1 |
| | | | | 2 |
| B3 | health and safe working practice. Spot - check in | | | 3 |
| | | 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 |

| | | | | |
|----|--|------------------|---|------------------|
| C3 | Complete window: communication | J | The complete window installation is tidy | 1 2 3 |
| | | | | 0 1 2 3 |
| | | J | The overall window is presented to a professional standard | 0 1 2 3 |
| | | | | 0 1 2 3 |
| | | J | Work space is clean upon completion of days task | 0 1 2 3 |
| | | | | 0 1 2 3 |
| | | J | Work space is tidy upon completion of days task | 0 1 2 3 |
| | | | | 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 | | |
| | | 0 1 2 3 | | |
| J | The use of the black box materials/props support communication of the design theme | 0 1 2 3 | | |
| | | 0 1 2 3 | | |
| J | The use of the Motif materials/props, support communication of the design theme | | | |

| | | | | |
|----|-----------------------------------|---|--|------------------|
| C4 | Complete window: Display dynamics | 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 i | 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 |
| | 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