

Candidate Logbook

SVQ

SVQ3 in Retail (Visual Merchandising) at SCQF Level 6

December 2011



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Section 1: SVQ3 in Retail (Visual Merchandising) at SCQF Level 6

Introduction

This document contains information specific to the SVQ3 in Retail (Visual Merchandising) at SCQF Level 6.

National Occupational Standards and SVQs

The standards, Assessment Strategy and qualification structures for the SVQ3 in Retail (Visual Merchandising) at SCQF Level 6 are owned by Skillsmart Retail, who reviewed these National Occupational Standards. The SVQs have been developed from the National Occupational Standards.

The Edexcel SVQ3 in Retail (Visual Merchandising) at SCQF Level 6 gives recognition of candidates' skills, knowledge and understanding. It allows candidates to gain a qualification in the workplace that relates to their job and promotes good working practice.

You can contact the Sector Skills Council (SSC) at:

Skillsmart Retail Limited
4th Floor
93 Newman Street
London, W1T 3EZ

Telephone: 020 7462 5060
Fax: 020 7462 5061
Email: contactus@skillsmartretail.com
Website: www.skillsmartretail.com

SVQs are designed to be assessed in the workplace, or in conditions resembling the workplace. However, simulation of real working practice might be permitted. Where this is allowed it will be shown in the individual units, within the standards that are in this logbook.

Simulation must be carried out in conditions resembling the workplace. These conditions are described as being a 'realistic working environment' (RWE).

Which SVQs in Retail Skills/Retail are available?

The SVQs in Retail Skills/Retail are available as follows:

- Edexcel SVQ1 in Retail Skills at SCQF Level 4
- Edexcel SVQ2 in Retail Skills at SCQF Level 5
- Edexcel SVQ3 in Retail (Sales Professional) at SCQF Level 6
- Edexcel SVQ3 in Retail (Visual Merchandising) at SCQF Level 6
- Edexcel SVQ3 in Retail (Management) at SCQF Level 6

It is important that you select the most appropriate level related to your work role.

Who is this SVQ for?

The SVQ3 in Retail at SCQF Level 6

The Edexcel SVQ3 in Retail Skills at SCQF Level 6 is based on the National Occupational Standards (NOS) developed by Skillsmart Retail and is intended for individuals who work in the retail sector. These individuals may be working as:

- supervisors
- first line managers
- department managers
- owners/managers.

What progression opportunity does this SVQ offer me?

Candidates may progress within their own employment, from a supervisory role to line management. They can also progress to:

- the Edexcel BTEC Level 3 Award, Certificate and Diploma in Retail Knowledge (QCF)
- the SVQ3 in Management at SCQF Level 7
- the Edexcel BTEC Level 3 Award and Certificate in Management (QCF)
- the Edexcel BTEC Level 3 Diploma and Extended Diploma in Business (Management) (QCF).
- the Edexcel BTEC Level 3 Award/Certificate in Management (QCF)
- the SVQ4 in Management at SCQF Level 9
- the Edexcel BTEC Level 4 HNC Diploma and Level 5 HND Diploma in Business (Management) (QCF)
- the Edexcel BTEC Level 5 Award/Certificate/Diploma in Management and Leadership (QCF).

What is the structure of the SVQ3 in Retail (Visual Merchandising) at SCQF Level 6?

To achieve the whole qualification at Level 6, you must prove competence in six units.

This comprises of:

- one mandatory unit
- four units from Groups A, B or C
- one further unit from Groups A, B, C or D

The remaining six units can come from either Group A or B.

Mandatory unit for the SVQ3 in Retail (Visual Merchandising) at SCQF Level 6

You must achieve all of the units listed below:

Unit number	Unit code	Title	Unit credit	SCQF level
1	E.08	Work effectively in your retail organisation	9	6

Optional units for the SVQ3 in Retail (Visual Merchandising) at SCQF Level 6

You must achieve:

- four units from Groups A, B or C
- one further unit from Groups A, B, C or D

Group A - Stock management

Unit number	Unit code	Title	Unit credit	SCQF level
2	B.14	Organise the receipt and storage of goods in a retail environment	11	7

Group B - Visual merchandising

Unit number	Unit code	Title	Unit credit	SCQF level
3	C.24	Choose merchandising to feature in visual merchandising displays	6	6
4	C.25	Plan, monitor and control how graphics are used in visual merchandising displays	8	6
5	C.26	Monitor the effect of visual merchandising displays and layouts	10	6
6	C.27	Allocate, monitor and control visual merchandising project resources against budgets	10	6

Unit number	Unit code	Title	Unit credit	SCQF level
7	C.28	Contribute to developing and putting into practice the company's visual merchandising policy	10	6
8	C.29	Create plans, elevations and drawings to realise visual merchandising ideas	10	6

Group C - Management and leadership

Unit number	Unit code	Title	Unit credit	SCQF level
9	E.09	Help to manage a retail team	11	6
10	E.10	Contribute to the continuous improvement of retail operations	10	6

Group D - Visual merchandising units at SCQF Level 5

Unit number	Unit code	Title	Unit credit	SCQF level
11	C.18	Follow guidelines for planning and preparing visual merchandising displays	7	5
12	C.19	Follow guidelines for dressing visual merchandising displays	8	5
13	C.20	Order graphic materials for visual merchandising displays	3	5
14	C.21	Dismantles and store visual merchandising displays	13	5
15	C.22	Make props for visual merchandising displays	10	5
16	C.23	Put visual merchandising displays together	8	5

Section 2: Examples of forms

Collecting your evidence

This section contains examples of the forms you, your assessor and the internal verifier will use while you are undertaking your SVQ3 in Retail (Visual Merchandising) at SCQF Level 6.

The forms are:

- Form 1: Portfolio title page
- Form 2: Personal profile
- Form 3: Contents checklist
- Form 4: Index of evidence
- Form 5: Unit assessment plan
- Form 6: Unit sign-off record
- Form 7: Work Log
- Form 8: Observation record
- Form 9: Witness testimony
- Form 10: Expert witness evidence record
- Form 11: Record of questions and candidate's answers.

You should ask your assessor for further advice and support if you are still unsure about how to use the forms and who should complete them.

Example form 1 – Portfolio title page

Name:	
Job title:	
Name of employer/training provider/college:	
Their address:	
Postcode:	
Telephone number (Home):	(Work):
Email address:	Fax number:
SVQ:	
Level:	
Units submitted for assessment:	
Mentor/Supervisor:	
(Please provide details of mentor's/supervisor's experience):	
Assessor:	Date:

Example form 2 – Personal profile

Name:	
Address:	
Postcode:	
Telephone number (Home):	(Work):
Email address:	Fax number:
Job title:	
Relevant experience	
Description of your current job:	
Previous work experience or attach copy of a current CV:	
Qualifications and training and/or attach copy of a current CV:	

continued overleaf...

Voluntary work/interests:

Name of employer/training provider/college:

Address:

Postcode:

Telephone number (work):

Fax number:

Email address:

Type of business, if employer:

Number of staff:

Structure of organisation (including chart or diagram if available):

Example form 3 – Contents checklist

SVQ title:		
Candidate:		
	Completed?	Page/section number
Title page for the portfolio		
Personal profile <ul style="list-style-type: none"> • your own personal details • a brief CV or career profile • description of your job • information about your employer/training provider/college 		
Summary of the units		
Completed units <ul style="list-style-type: none"> • signed by yourself, your assessor and the internal verifier (where relevant) • reference numbers included • unit assessment plans 		
Unit progress records		
Index of evidence (with cross-referencing information completed)		
Evidence (with reference numbers) <ul style="list-style-type: none"> • observation records • details of witnesses (witness testimony sheets) • personal statements 		

Example form 5 – Unit assessment plan

SVQ title:				
Unit:				
Candidate:			Assessor:	
Normal working activities performed				
	TYPICAL EVIDENCE	WORK AREA	EXPECTED COMPLETION DATE	LINKS TO OTHER UNITS/ELEMENTS
ELEMENT:				
ELEMENT:				
ELEMENT:				
Activities needing to be performed				
ELEMENT:				
ELEMENT:				
ELEMENT:				
Additional comments				
Assessor's signature:			Date:	
Candidate's signature:			Date:	

Example form 7 – Work Log

SVQ title and level:				
Unit/element(s):				
Candidate:				
Purpose of statement:				
Evidence index number:				
Date	Evidence index number	Details of statement	Links to other evidence <i>(enter numbers)</i>	Units, elements and PCs covered
Candidate's signature:			Date:	
Assessor's signature:			Date:	

Example form 8 – Observation record

SVQ title and level:	
Unit/element(s):	
Candidate:	Date of observation:
Evidence index number:	
Skills/activities observed:	PCs and range covered:
Knowledge and understanding apparent from this observation:	
Other units/elements to which this evidence may contribute:	
Assessor comments and feedback to candidate:	
I can confirm the candidate's performance was satisfactory.	
Assessor's signature:	Date:
Candidate's signature:	Date:

Example form 9 – Witness testimony

SVQ title and level:	
Candidate name:	
Evidence index number:	
Where applicable, evidence number to which this testimony relates:	
Unit:	
Element(s):	
Range:	
Date of evidence:	
Witness name:	
Relationship to candidate:	
Details of testimony:	
I can confirm the candidate's evidence is authentic and accurate.	
Witness signature:	
Name:	Date:
Contact telephone number:	
<i>Please tick (✓) the appropriate box.</i>	
<input type="checkbox"/>	QUALIFIED AS AN ASSESSOR FOR WORKPLACE PERFORMANCE
<input type="checkbox"/>	FAMILIAR WITH THE SVQ STANDARDS TO WHICH THE CANDIDATE IS WORKING

Example form 10 – Expert witness evidence record

SVQ title and level:	
Candidate name:	
Evidence index number:	
Where applicable, evidence number to which this testimony relates:	
Unit:	
Element(s):	
Date of evidence:	
Expert witness name:	
Relationship to candidate:	
Details of testimony:	
I can confirm the candidate's evidence is authentic and accurate.	
Expert witness signature:	
Name:	Date:
Contact telephone number:	

Please tick (✓) the appropriate box.

<input type="checkbox"/>	QUALIFIED AS AN ASSESSOR FOR WORKPLACE PERFORMANCE
<input type="checkbox"/>	RELEVANT PROFESSIONAL WORK ROLE THAT INVOLVES EVALUATING EVERYDAY STAFF PRACTICE
<input type="checkbox"/>	CURRENT EXPERTISE
<input type="checkbox"/>	FAMILIAR WITH THE SVQ STANDARDS TO WHICH THE CANDIDATE IS WORKING

Example form 11 – Record of questions and candidate’s answers

SVQ title and level:	
Candidate name:	
Unit:	Element(s):
Evidence index number:	
Circumstances of assessment:	
List of questions and candidate’s responses:	
Q:	
A:	
Q:	
A:	
Assessor’s signature:	Date:
Candidate’s signature:	Date:

Section 3: Logbook

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Mandatory units

Unit 1: **Work effectively in your retail organisation**

Unit code: E.08

Unit credit: 9

Unit level: 6

Introduction

This unit is about being an effective member of your team, including taking some responsibility for helping colleagues to learn. The unit involves supporting your team's efforts by sharing the workload fairly, making realistic commitments and doing your best to keep them, and contributing to team morale and good working relations. The unit is also about being an effective learner in the workplace. It assumes that you receive some help and support in planning and carrying out your learning plans. Your responsibilities are to contribute to the planning process, carry out your plan and report on your progress.

Finally, the unit is about helping colleagues to gain the information and skills they need to do their jobs. It involves passing on to colleagues your own knowledge and skills as you go about your day-to-day work. This standard is not about being a professional trainer and you are not expected to assess your colleagues' performance formally.

What you must know

To achieve this element you must give sufficient evidence to demonstrate your knowledge and understanding for each standard.

Knowledge	Type of evidence	Date
<p>1. Support effective team working in a retail environment - you need to know and understand:</p> <p>K1.1 your team's purpose, aims and targets</p> <p>K1.2 your responsibility for contributing to the team's success</p> <p>K1.3 your colleagues' roles and main responsibilities</p> <p>K1.4 the importance of sharing work fairly with colleagues</p> <p>K1.5 the factors that can affect your own and colleagues' willingness to carry out work, including skills and existing workload</p> <p>K1.6 the importance of being a reliable team member</p> <p>K1.7 the factors to take account of when making commitments, including your existing workload and the degree to which interruptions and changes of plan are within your control</p> <p>K1.8 the importance of maintaining team morale, the circumstances when morale is likely to flag, and the kinds of encouragement and support that are likely to be valued by colleagues</p> <p>K1.9 the importance of good working relations, and techniques for removing tension between colleagues</p> <p>K1.10 the importance of following the company's policies and procedures for health and safety, including setting a good example to colleagues</p>		

Knowledge	Type of evidence	Date
<p>2. Help to plan and organise your own learning in a retail environment - you need to know and understand:</p>		
<p>K2.1 who can help you set goals, help you plan your learning, and give you feedback about your progress</p> <p>K2.2 how to identify the knowledge and skills you will need to achieve your goals</p> <p>K2.3 how reflecting on your past learning experiences can help you to plan your future learning, and techniques for doing so</p> <p>K2.4 how to work out how much time you need to devote to learning and how much time you can make available for learning</p> <p>K2.5 how often to check your progress and how to do this</p> <p>K2.6 how to adjust your plans as needed to help you meet your goals</p> <p>K2.7 why you should ask for feedback on your progress, how to do so, and how to respond positively</p>		
<p>3. Help others to learn in a retail environment - you need to know and understand:</p>		
<p>K3.1 your role in helping others to learn in the workplace</p> <p>K3.2 how to work out what skills and knowledge you can usefully share with others</p> <p>K3.3 how and when to offer help and advice to colleagues who are learning</p> <p>K3.4 methods of helping others to learn on the job, and how to choose suitable methods for different learning situations</p> <p>K3.5 health, safety and security risks that are likely to arise when people are learning on the job, and how to reduce these risks</p> <p>K3.6 sources of help within your organisation for people who are learning, and how to access them</p>		

Additional evidence (if applicable):

COLUMN KEY:	O =	DIRECT OBSERVATION OF THE LEARNER'S PERFORMANCE BY THEIR ASSESSOR	PD =	PROFESSIONAL DISCUSSION
	Q&A =	OUTCOMES FROM ORAL OR WRITTEN QUESTIONING	A =	ASSIGNMENT, PROJECT/CASE STUDIES
	P =	PRODUCTS OF THE LEARNER'S WORK	WT =	AUTHENTIC STATEMENTS/WITNESS TESTIMONY
	RA =	PERSONAL STATEMENTS AND/OR REFLECTIVE ACCOUNTS	EPW =	EXPERT WITNESS TESTIMONY
	S =	OUTCOME FROM SIMULATION, WHERE PERMITTED BY THE ASSESSMENT STRATEGY	RPL =	EVIDENCE OF RECOGNITION OF PRIOR LEARNING

I confirm that the evidence detailed in this Unit is my own work and meets the requirements of the National Occupational Standards.

Candidate signature: _____ Date: _____

I confirm that the candidate has achieved all the requirements of this Unit.

Assessor signature: _____ Date: _____

Countersigning assessor signature (if applicable): _____ Date: _____

I confirm that the candidate's sampled work meets the standards specified for this Unit and may be presented for external verification.

Internal verifier signature: _____ Date: _____

Countersigning internal verifier (if applicable): _____ Date: _____

Element 1: Support effective team working in a retail environment

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P1.1 share work fairly with colleagues, taking account of your own and others' preferences, skills and time available						
P1.2 make realistic commitments to colleagues and do what you have promised you will do						
P1.3 let colleagues know promptly if you will not be able to do what you have promised and suggest suitable alternatives						
P1.4 encourage and support colleagues when working conditions are difficult						
P1.5 encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect						
P1.6 follow the company's health and safety procedures as you work						

Additional evidence (if applicable):

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	O = DIRECT OBSERVATION OF THE LEARNER'S PERFORMANCE BY THEIR ASSESSOR	PD = PROFESSIONAL DISCUSSION
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COLUMN KEY:	P = PRODUCTS OF THE LEARNER'S WORK	WT = AUTHENTIC STATEMENTS/WITNESS TESTIMONY
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I confirm that the evidence detailed in this Unit is my own work and meets the requirements of the National Occupational Standards.

Candidate signature: _____ Date: _____

I confirm that the candidate has achieved all the requirements of this Unit.

Assessor signature: _____ Date: _____

Countersigning assessor signature (if applicable): _____ Date: _____

I confirm that the candidate's sampled work meets the standards specified for this Unit and may be presented for external verification.

Internal verifier signature: _____ Date: _____

Countersigning internal verifier (if applicable): _____ Date: _____

Element 2: Help to plan and organise your own learning in a retail environment

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P2.1 discuss and agree with the right people goals that are relevant, realistic and clear						
P2.2 identify the knowledge and skills you will need to achieve your goals						
P2.3 agree action points and deadlines that are realistic, taking account of your past learning experiences and the time and resources available for learning						
P2.4 regularly check your progress and, when necessary, change the way you work						
P2.5 ask for feedback on your progress from those in a position to give it, and use their feedback to improve your performance						

Additional evidence (if applicable):

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Candidate signature: _____ Date: _____

I confirm that the candidate has achieved all the requirements of this Unit.

Assessor signature: _____ Date: _____

Countersigning assessor signature (if applicable): _____ Date: _____

I confirm that the candidate's sampled work meets the standards specified for this Unit and may be presented for external verification.

Internal verifier signature: _____ Date: _____

Countersigning internal verifier (if applicable): _____ Date: _____

Element 3: Help others to learn in a retail environment

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P3.1 encourage colleagues to ask you for work-related information or advice that you are likely to be able to provide						
P3.2 notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice						
P3.3 give clear, accurate and relevant information and advice relating to tasks and procedures						
P3.4 explain and demonstrate procedures clearly, accurately and in a logical sequence						
P3.5 encourage colleagues to ask questions if they don't understand the information and advice you give them						
P3.6 give colleagues opportunities to practise new skills, and give constructive feedback						

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P3.7 check that health, safety and security are not compromised when you are helping others to learn						
P3.8 recognise when you are not the most appropriate person to advise colleagues in their learning and guide them to suitable sources of help						

Additional evidence (if applicable):

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I confirm that the evidence detailed in this Unit is my own work and meets the requirements of the National Occupational Standards.

Candidate signature: _____ Date: _____

I confirm that the candidate has achieved all the requirements of this Unit.

Assessor signature: _____ Date: _____

Countersigning assessor signature (if applicable): _____ Date: _____

I confirm that the candidate's sampled work meets the standards specified for this Unit and may be presented for external verification.

Internal verifier signature: _____ Date: _____

Countersigning internal verifier (if applicable): _____ Date: _____

Optional units

Unit 2: **Organise the receipt and storage of goods in a retail environment**

Unit code: B.14

Unit credit: 11

Unit level: 7

Introduction

This unit is firstly about organising staff to receive goods, for example when preparing for seasonal intake of stock. Secondly, the unit involves organising storage facilities and training and supervising staff in the use of the storage system.

What you must know

To achieve this element you must give sufficient evidence to demonstrate your knowledge and understanding for each standard.

Knowledge	Type of evidence	Date
<p>1. Organise staff to receive and check incoming deliveries in a retail environment - you need to know and understand:</p> <p>K1.1 how to prepare to receive and handle different types of goods</p> <p>K1.2 procedures for receiving goods, including dealing with incorrect, damaged and late deliveries</p> <p>K1.3 which staff are involved in or are affected by a delivery schedule and the information they need to receive goods efficiently</p> <p>K1.4 the company's standards for acceptable goods</p> <p>K1.5 why incoming goods must be checked against requirements straight after unloading</p> <p>K1.6 recording and control system including procedures for checking goods received</p> <p>K1.7 safety and security procedures for receiving goods</p>		
<p>2. Organise and maintain storage facilities in a retail environment - you need to know and understand:</p> <p>K2.1 how effective storage systems contribute to reducing stock loss</p> <p>K2.2 how to work out what storage facilities are needed for goods on order</p> <p>K2.3 how to protect goods from various causes of deterioration and damage</p> <p>K2.4 how to work out suitable storage layouts and solve storage problems efficiently, safely and securely</p> <p>K2.5 how to run the stock recording and controlling systems efficiently and accurately, including using them to monitor and record stock loss</p> <p>K2.6 the legal requirements for storing stock, including health and safety requirements</p>		

Knowledge	Type of evidence	Date
<p>3. Check the storage and care of stock in a retail environment - you need to know and understand:</p> <p>K3.1 when and how to check stock and storage, including both routine and spot checks</p> <p>K3.2 legal and company requirements for removing out-of-date stock</p> <p>K3.3 the company's requirements for storing and moving stock, and how to check that these requirements are being met</p> <p>K3.4 how to work out if ideas for improving the ways stock is stored and moved are likely to be profitable</p> <p>K3.5 the causes of stock deterioration and damage and how these affect products</p> <p>K3.6 the company's requirements and quality standards for storage</p> <p>K3.7 the information colleagues need to be able to use the storage system effectively</p> <p>K3.8 company policy and procedures for protecting goods that are at risk of damage or deterioration</p> <p>K3.9 the company's systems and procedures for moving and storing stock</p>		

Additional evidence (if applicable):

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Element 1: Organise staff to receive and check incoming deliveries in a retail environment

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P1.1 gather enough competent staff and brief them well enough before deliveries are received						
P1.2 make sure that the area for receiving goods is prepared and that you have enough storage space for the delivery						
P1.3 check that deliveries are unloaded safely and securely						
P1.4 make sure that goods are promptly checked against requirements						
P1.5 make sure that delivery records are complete and accurate and processed promptly						
P1.6 use delivery records to check that each supplier has met your company's service needs						
P1.7 spot problems with deliveries and sort them out properly						

Additional evidence (if applicable):

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Element 2: Organise and maintain storage facilities in a retail environment

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P2.1 organise storage facilities to take account of day-to-day work, safety requirements and the need to keep goods secure and in a saleable condition						
P2.2 give staff accurate, up-to-date information and suitable training so they can use the storage system securely, safely and in line with relevant legal requirements						
P2.3 give staff clear roles and responsibilities for storing and moving goods and check they understand these roles and responsibilities						
P2.4 develop and update plans to cope with unforeseen storage problems						
P2.5 check regularly that staff are storing and moving goods competently, safely, securely and in line with relevant legal requirements						
P2.6 keep complete, accurate and up-to-date stock records that can be found easily by everyone who needs them						

Additional evidence (if applicable):

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Element 3: Check the storage and care of stock in a retail environment

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P3.1 keep up a routine for checking storage facilities and stock						
P3.2 carry out spot checks of storage facilities and stock at suitable intervals						
P3.3 make sure staff have the information and training they need to spot stock that is out of date or at risk of deteriorating, and to deal with it in line with legal and company requirements						
P3.4 check the storage and movement of stock to make sure that stock is reaching the shop floor as it is needed						
P3.5 evaluate the storage, care and movement of stock and find ways of running storage and movement systems more profitably						

Additional evidence (if applicable):

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Unit 3: **Choose merchandise to feature in visual merchandising displays**

Unit code: C.24

Unit credit: 6

Unit level: 6

Introduction

This unit is for visual merchandising specialists and involves using design information to identify what you need for displays and choosing merchandise to feature in displays.

What you must know

To achieve this element you must give sufficient evidence to demonstrate your knowledge and understanding for each standard.

Knowledge	Type of evidence	Date
<p>1. Interpret requirements for retail displays - you need to know and understand:</p> <p>K1.1 how to identify the purpose of displays from design information</p> <p>K1.2 how to identify the merchandise you will use</p> <p>K1.3 how displays attract the interest of customers and persuade them to make buying decisions</p> <p>K1.4 the role of displays in marketing, promotional and sales campaigns and activities</p> <p>K1.5 good practice in creating displays that have the visual effect needed</p> <p>K1.6 company policy for merchandising and visual design</p> <p>K1.7 sources of information about the merchandise you will use</p> <p>K1.8 who to check your interpretations with</p>		
<p>2. Choose and agree retail merchandise to be featured in displays - you need to know and understand:</p>		
<p>K2.1 how to compare selected merchandise with the display requirements</p> <p>K2.2 how to check whether merchandise is available</p> <p>K2.3 how to arrange for merchandise to be delivered</p> <p>K2.4 why displays are used to attract the interest of customers and persuade them to make buying decisions</p> <p>K2.5 how light, colour, texture, shape and dimension combine to achieve the visual effects you need</p> <p>K2.6 why you are expected to show creativity in selecting merchandise for displays and to be aware of trends</p>		

Knowledge	Type of evidence	Date
<p>K2.7 how displays can achieve add-on sales</p> <p>K2.8 different approaches to use for displaying different kinds of merchandise</p> <p>K2.9 the different purposes of displays and their use in visual merchandising</p> <p>K2.10 company policy for merchandising and visual design</p> <p>K2.11 the decision-makers who you need to agree your choices of merchandise with</p> <p>K2.12 the people who can supply the merchandise you need for the display</p>		

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Element 1: Interpret requirements for retail displays

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P1.1 use design information to identify the purpose of the display, the merchandise you will use and how the merchandise will feature in the display						
P1.2 where there is scope for interpretation, interpret the requirements for the display in line with the company's design policy						
P1.3 check your interpretations with the right person before work starts on putting the display together						

Additional evidence (if applicable):

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Element 2: Choose and agree retail merchandise to be featured in displays

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P2.1 evaluate the potential of merchandise to attract customers' attention and interest						
P2.2 choose merchandise that is the most likely to attract and interest customers, meets the requirements of the display and is consistent with the company's visual-display policy						
P2.3 check the suitability and availability of merchandise with the relevant decision-makers						
P2.4 reach agreement with decision-makers concerning realistic arrangements and timescales for supply						
P2.5 promptly make other arrangements to get hold of merchandise if it is not available within your timescales and cost limits						

Additional evidence (if applicable):

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Unit 4: **Plan, Monitor and control how graphics are used in visual merchandising displays**

Unit code: C.25

Unit credit: 8

Unit level: 6

Introduction

This unit is for visual merchandising specialists and is all about ensuring that graphics are used effectively in displays. There are three aspects to this unit. Firstly, it is about choosing graphics, signs and tickets to make displays more attractive and informative to customers. Secondly, it involves organising the distribution of graphics, signs and tickets and their use in displays. Thirdly, you need to check that graphics, signs and tickets are being used consistently with the purpose of the display and any relevant company and legal requirements.

What you must know

To achieve this element you must give sufficient evidence to demonstrate your knowledge and understanding for each standard.

Knowledge	Type of evidence	Date
<p>1. Identify and get hold of graphic materials for retail displays - you need to know and understand:</p> <p>K1.1 how to identify the need for graphic materials, and the factors affecting their use and style</p> <p>K1.2 how to check your interpretations of the graphic materials you need</p> <p>K1.3 how to choose graphic materials and say how they should be used</p> <p>K1.4 how to check that proposals for graphic materials are consistent with the company's design policy and aims</p> <p>K1.5 how to brief suppliers about requirements</p> <p>K1.6 the part graphic materials play in displays</p> <p>K1.7 the part graphic materials have in attracting customers and giving them information</p> <p>K1.8 approaches to using graphic materials for different types of merchandise</p> <p>K1.9 the company's visual-design policy</p> <p>K1.10 legal requirements relating to graphic materials</p> <p>K1.11 the accepted ways of describing types and quantities of graphic materials so that suppliers understand what you need</p> <p>K1.12 company procedures and requirements for ordering graphic materials</p> <p>K1.13 who the relevant decision-makers are</p> <p>K1.14 who can supply graphic materials</p>		

Knowledge	Type of evidence	Date
<p>2. Co-ordinate how graphic materials are used in retail displays - you need to know and understand:</p> <p>K2.1 how to confirm whether graphic materials are available</p> <p>K2.2 how to check that graphic materials are suitable</p> <p>K2.3 how to produce instructions for installing graphic materials</p> <p>K2.4 how to check that installations are satisfactory</p> <p>K2.5 the part graphic materials play in displays</p> <p>K2.6 the part graphic materials have in attracting and informing customers</p> <p>K2.7 different approaches to using graphic materials for different merchandise</p> <p>K2.8 company and legal requirements for graphic materials</p>		
<p>3. Check how graphic materials are used in retail displays - you need to know and understand:</p> <p>K3.1 how to check how you should use graphic materials</p> <p>K3.2 how to ask for and collect comments from colleagues about using graphic materials</p> <p>K3.3 why it is important to check how graphic materials are used</p> <p>K3.4 the action to take when graphic materials are not being used correctly</p> <p>K3.5 the part graphic materials play in displays</p> <p>K3.6 the part graphic materials have in attracting customers and giving them information</p> <p>K3.7 different approaches to using graphic materials for different merchandise</p> <p>K3.8 company procedures for dealing with cases where graphic materials are not being used in line with policy</p>		

Additional evidence (if applicable):

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Element 1: Identify and get hold of graphic materials for retail displays

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P1.1 use the design brief and information about the layout to identify the graphic materials you need						
P1.2 identify the types and quantities of graphic materials you need to order and the associated costs, delivery dates and delivery addresses						
P1.3 confirm what you need with the relevant decision-makers						
P1.4 choose graphic materials that are consistent with legal requirements and the company's visual-design policy						
P1.5 use the accepted ways of describing the type and quantity of graphic materials needed						
P1.6 confirm that proposals for using graphic materials are consistent with design policy and aims and are acceptable to decision-makers						
P1.7 specify clearly to suppliers what graphic materials you need						

Additional evidence (if applicable):

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Element 2: Co-ordinate how graphic materials are used in retail displays

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P2.1 check that graphic materials meet specifications, legal requirements and company policy						
P2.2 distribute graphic materials to the right places by the agreed deadlines						
P2.3 promptly give colleagues clear, accurate and up-to-date instructions for installing graphic materials						
P2.4 check that graphic materials are correctly installed and maintained						

Additional evidence (if applicable):

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Element 3: Check how graphic materials are used in retail displays

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P3.1 check displays yourself as far as possible and encourage colleagues to provide relevant information about using graphic materials						
P3.2 collect enough relevant information about the way graphic materials are being used						
P3.3 check whether graphic materials are being used suitably and effectively						
P3.4 take prompt and suitable action when graphic materials are not being used or maintained in line with company policy or the design brief						
P3.5 spot situations where the way graphic materials are used should change, promptly making any changes needed						

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Unit 5: **Monitor the effect of visual merchandising displays and layouts**

Unit code: C.26

Unit credit: 10

Unit level: 6

Introduction

This unit is for visual merchandising specialists and is all about finding out whether displays and layouts are having the desired effect on customers and encouraging them to purchase the items being promoted. This involves two activities. Firstly, you need to gather the right kinds of information about customers' responses to displays and layouts. Secondly, you need to assess the effect of displays and layouts on customer behaviour and business performance and report your findings to decision-makers.

What you must know

To achieve this element you must give sufficient evidence to demonstrate your knowledge and understanding for each standard.

Knowledge	Type of evidence	Date
<p>1. Gather information about retail customers' responses to displays and layouts - you need to know and understand:</p> <p>K1.1 how to organise the collecting of information about customers' responses, such as sales figures, footfall and customer flow</p> <p>K1.2 how to bring together, compare and interpret information about customers' responses to displays</p> <p>K1.3 how to choose the information that is most useful for judging the effect of displays</p> <p>K1.4 why you need information about customers' responses to displays and how to use it to decide what needs improving</p> <p>K1.5 how constantly improving the design of displays helps to attract and interest customers</p> <p>K1.6 how to recognise what different designs are meant to achieve and the types of customer they should attract</p> <p>K1.7 what customer-focused trading is</p> <p>K1.8 the meaning of 'validity' and 'reliability' in relation to customer responses</p> <p>K1.9 useful sources of information about customers' responses</p> <p>K1.10 company procedures and requirements for collecting information about customers' responses to displays</p>		

Knowledge	Type of evidence	Date
<p>2. Assess and report the effect of retail displays and layouts - you need to know and understand:</p> <p>K2.1 how constantly improving the design of displays and layouts helps to attract and interest customers</p> <p>K2.2 the meaning of validity and reliability in relation to interpreting information about customers' responses to displays and layouts</p> <p>K2.3 the decisions that will be based on your findings and recommendations and the effect these decisions will have</p> <p>K2.4 how to judge fairly the evidence of customers' responses against the agreed standards for displays and layouts</p> <p>K2.5 how to draw reasonable conclusions about the effect of displays and layouts, bearing in mind the purpose of the display or layout and customers' responses to it</p> <p>K2.6 how to recognise improvements you could make to the way visual merchandising is carried out in your store</p> <p>K2.7 who can make decisions about the way visual merchandising is carried out in your store</p> <p>K2.8 how to present your findings and recommendations clearly to decision-makers</p>		

Additional evidence (if applicable):

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Element 1: Gather information about retail customers' responses to displays and layouts

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P1.1 accurately recognise when you need information about customers' responses, why you need it, and what type of information would be most useful						
P1.2 gather information about customers' responses in ways that are suitable for your purposes, in line with the company's communications policy and likely to keep the goodwill and co-operation of those providing the information						
P1.3 gather enough information to allow you to make judgements about customers' responses to displays and layouts						
P1.4 accurately interpret information about customers' responses						
P1.5 assess information fairly when reviewing the effect of displays and layouts						

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Countersigning assessor signature (if applicable): _____ Date: _____

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Countersigning internal verifier (if applicable): _____ Date: _____

Element 2: Assess and report the effect of retail displays and layouts

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P2.1 agree suitable standards for assessing the effect of displays and layouts						
P2.2 judge fairly the evidence of the effect of displays and layouts against the agreed standards						
P2.3 draw conclusions that are reasonable in terms of the purpose of the display and customers' responses to it						
P2.4 clearly identify improvements you could make to the way visual merchandising is carried out in your store						
P2.5 report your findings and recommendations clearly to decision-makers						

Additional evidence (if applicable):

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Unit 6: **Allocate, monitor and control visual merchandising project resources against budgets**

Unit code: C.27

Unit credit: 10

Unit level: 6

Introduction

This unit is for visual merchandising specialists and is all about your responsibility for putting together project budgets and making sure project costs stay within budget as the project progresses. Putting a budget together involves estimating the likely costs of the project, working out ways of achieving best value for money, and justifying your recommendations to decision-makers. Keeping within budget involves recording and monitoring project spending, identifying any unacceptable spending and taking prompt action to sort it out.

What you must know

To achieve this element you must give sufficient evidence to demonstrate your knowledge and understanding for each standard.

Knowledge	Type of evidence	Date
<p>1. Negotiate and agree costs for visual merchandising projects - you need to know and understand:</p> <p>K1.1 how to make reasonable estimates of the costs of proposed projects</p> <p>K1.2 how to use estimated costs to support the business case for proposed projects</p> <p>K1.3 who to ask for comments to help you strengthen your business case for the spending you are recommending</p> <p>K1.4 the approved layout for budget proposals</p> <p>K1.5 who can approve budget proposals</p> <p>K1.6 how to present budget proposals clearly and persuasively to decision-makers</p> <p>K1.7 where you can find information about the costs of activities and resources</p> <p>K1.8 how to put together accurate budgets from agreed budget proposals</p> <p>K1.9 how to brief colleagues about the cost limits they must work within</p> <p>K1.10 how controlling spending and using resources efficiently help the company and the reputation of visual merchandising</p> <p>K1.11 the company's budgeting procedures and deadlines</p>		

Knowledge	Type of evidence	Date
<p>2. Control costs for visual merchandising projects - you need to know and understand:</p> <p>K2.1 what costs project budgets include and how these are set out</p> <p>K2.2 how to record project expenses</p> <p>K2.3 the financial information you need to refer to and when and how it is presented</p> <p>K2.4 how to interpret reports of actual spending against budgeted spending</p> <p>K2.5 how to recognise unacceptable differences between actual and budgeted spending</p> <p>K2.6 the company's procedures for reporting and acting on cost variations</p> <p>K2.7 what 'value for money' means, and why it does not simply mean paying the lowest prices</p> <p>K2.8 how to recognise and use chances to increase value for money within projects</p> <p>K2.9 how controlling spending and using resources efficiently help the company and the reputation of visual merchandising</p>		

Additional evidence (if applicable):

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Internal verifier signature: _____ Date: _____

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Element 1: Negotiate and agree costs for visual merchandising projects

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P1.1 check that your estimates of the costs of proposed projects are reasonable						
P1.2 prepare business cases for spending proposals that show clearly how you can achieve value for money						
P1.3 ask colleagues to suggest ways you could strengthen your business case						
P1.4 present proposals clearly and persuasively to decision-makers						
P1.5 work out accurate costs and agree budgets with decision-makers in a way that keeps them committed to the project's aims						
P1.6 explain clearly to colleagues the cost limits they must work within						

Additional evidence (if applicable):

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Element 2: Control costs for visual merchandising projects

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P2.1 keep accurate, complete and up-to-date records of project spending						
P2.2 promptly identify unacceptable differences in project costs, sort them out promptly when you have the authority to do so, and report them promptly to the right person when you cannot sort them out yourself						
P2.3 recognise chances to improve value for money within budget limits and promptly act on these						
P2.4 keep the right people informed of project activities and costs						

Additional evidence (if applicable):

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Unit 7: **Contribute to developing and putting into practice the company's visual merchandising policy**

Unit code: C.28

Unit credit: 10

Unit level: 6

Introduction

This standard is for visual merchandising specialists and is about your contribution to developing the company's visual merchandising policy and making sure that staff follow it. The unit involves making suggestions for improving your company's visual-design policy, including gathering information and analysing it to arrive at your recommendations. It also involves explaining the policy to staff and motivating them to follow it, as well as making checks to make sure the policy is followed. Your company's visual merchandising policy could be a written policy, but need not be.

What you must know

To achieve this element you must give sufficient evidence to demonstrate your knowledge and understanding for each standard.

Knowledge	Type of evidence	Date
<p>1. Contribute to developing the company's visual-design policy for its retail stores - you need to know and understand:</p> <p>K1.1 the company's current visual-design policy</p> <p>K1.2 who your internal and external customers are</p> <p>K1.3 how to find out about and recognise what internal and external customers hope for and expect from the visual design in the store</p> <p>K1.4 accepted good practice in visual design</p> <p>K1.5 how to decide if current and recent designs follow accepted good practice in visual design</p> <p>K1.6 how to spot opportunities for new and better ways of using visual design</p> <p>K1.7 the format to use when making recommendations</p> <p>K1.8 how to put together and present recommendations for developing the visual-design policy</p> <p>K1.9 how visual design helps to promote and sell goods and services</p> <p>K1.10 what customer-focused design is</p> <p>K1.11 how merchandising helps the company to achieve its aims</p>		

Knowledge	Type of evidence	Date
<p>2. Support staff putting into practice the company's visual-design policy for its retail stores - you need to know and understand:</p>		
<p>K2.1 what the company's visual-design policy is K2.2 the role of visual design in retail K2.3 good practice in creating visual effect by using displays K2.4 the different purposes of displays and their use in visual merchandising K2.5 why different kinds of merchandise need displaying in different ways K2.6 different approaches to using design for different types of merchandising K2.7 how designs achieve the visual effects required by displays K2.8 how to brief staff and internal customers about the visual-design policy K2.9 how to explain the visual-design policy so that staff and internal customers will understand it K2.10 how to motivate staff to follow the visual-design policy K2.11 how to check that visual designs are consistent with the visual-design policy K2.12 how to check that displays keep to the visual-design policy</p>		

Additional evidence (if applicable):

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Countersigning internal verifier (if applicable): _____ Date: _____

Element 1: Contribute to developing the company's visual-design policy for its retail stores

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P1.1 gather accurate and up-to-date information about what internal and external customers want and expect from the visual design in the store						
P1.2 accurately analyse information to identify internal and external customers' wishes and expectations						
P1.3 accurately and fairly decide if current and recent designs follow accepted good practice in visual design						
P1.4 use available information to spot opportunities for improving visual-design policy and for introducing new design ideas						
P1.5 reach reasonable conclusions as to whether your new ideas and suggestions for improvement are relevant to the needs of the company and developing the visual-design policy						

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P1.6 recommend clearly to decision-makers those improvements and new ideas that you decide are relevant and present these in the format needed and by the agreed deadlines						

Additional evidence (if applicable):

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Element 2: Support staff putting into practice the company's visual-design policy for its retail stores

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P2.1 present accurate and up to date information about the company's visual-design policy						
P2.2 present information about the company's visual-design policy to staff in a way that is likely to encourage understanding and commitment						
P2.3 give staff the chance to ask questions about the visual-design policy						
P2.4 check that visual designs are consistent with the visual-design policy						
P2.5 promptly correct any designs that do not keep to the visual-design policy						
P2.6 give internal customers accurate information about the visual-design policy and how it affects visual merchandising in their areas						
P2.7 check displays to make sure they conform to the visual-design policy, are used correctly and kept in the condition needed for as long as they are in use						

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P2.8 promptly report to your manager any problems with keeping displays in the condition needed						

Additional evidence (if applicable):

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Unit 8: **Create plans, elevations and drawings to realise visual merchandising ideas**

Unit code: C.29

Unit credit: 10

Unit level: 6

Introduction

This unit is for visual merchandising specialists and is all about designing layouts and producing diagrams and instructions that will enable staff to realise your designs. The unit is firstly about developing creative solutions for layout designs within the limits of time, budget and any guidelines you must follow. This involves testing that ideas are realistic, as well as asking for and using the suggestions of decision-makers. The second aspect of the unit is about producing guidance that will allow staff to put layouts together. This involves working out what is involved in putting layouts together and giving instructions using schematic drawings and detailed written specifications.

What you must know

To achieve this element you must give sufficient evidence to demonstrate your knowledge and understanding for each standard.

Knowledge	Type of evidence	Date
<p>1. Develop and test solutions for retail display layouts - you need to know and understand:</p> <p>K1.1 how to gather and evaluate ideas and information about layout design</p> <p>K1.2 how to develop, evaluate and modify design options</p> <p>K1.3 how to work up designs in detail and maintain a creative approach while doing so</p> <p>K1.4 how to choose and combine scale, shape, colour, texture and focal points to produce creative design solutions</p> <p>K1.5 how to apply techniques of layout design, including drawing conventions and standards</p> <p>K1.6 how to test and judge whether designs are practical</p> <p>K1.7 who the relevant decision-makers are</p> <p>K1.8 how to consult with decision-makers throughout the design process</p> <p>K1.9 why you need to review layout designs and come up with solutions which are both creative and suitable</p> <p>K1.10 what layout design is and its part in effective visual merchandising</p> <p>K1.11 the nature and processes of creativity and layout design</p> <p>K1.12 the part played in creative design by dimension, shape, colour, texture and location</p> <p>K1.13 sources of information about the design requirements and possible layout solutions</p>		

Knowledge	Type of evidence	Date
<p>2. Produce guidance for putting retail display layouts together - you need to know and understand:</p> <p>K2.1 why specifications, drawings and supporting information are needed for putting layouts together</p> <p>K2.2 how to produce specifications and drawings to the technical standards needed</p> <p>K2.3 how to estimate quantities and costs</p> <p>K2.4 how to specify the standard of finished work</p> <p>K2.5 how to identify and specify the need for specialist services</p> <p>K2.6 how to describe methods for putting layouts together</p> <p>K2.7 how to recognise risks to health and safety arising from putting layouts together</p> <p>K2.8 how to draw the users' attention to health and safety risks and the preventive action they must take</p> <p>K2.9 how to identify and assess the conditions under which the layout will be put together</p> <p>K2.10 who puts together layouts in your company and who uses them</p> <p>K2.11 the drawing and coding conventions and standards to use</p> <p>K2.12 the supporting information needed by those who will put the layout together</p>		

Additional evidence (if applicable):

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Element 1: Develop and test solutions for retail display layouts

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P1.1 work out what kind of layout is needed and check this with decision-makers						
P1.2 gather information from reliable sources about layout design and ideas for layout design						
P1.3 evaluate information and ideas about layout design to see how relevant they are for your needs						
P1.4 suggest a wide enough range of layout options so you can come up with a creative solution						
P1.5 evaluate layout options against the design requirements and choose those which offer the most creative solution possible within time and cost limits						
P1.6 continue improving the preferred layouts until you have a detailed layout that meets the design requirements and which can be achieved within the agreed time and cost limits						
P1.7 check carefully that there is enough space for the preferred layout in the sales areas						

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P1.8 when there is not enough space available for the preferred layout, adapt the layout so that it will fit the space and can still be used as intended and have the desired effect						
P1.9 consult decision-makers fully throughout the design development process, clearly acknowledge changes they suggest, and use these when they improve the usefulness and creativity of the design						

Additional evidence (if applicable):

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Element 2: Produce guidance for putting retail display layouts together

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P2.1 draw layouts accurately						
P2.2 use accepted drawing techniques, graphic conventions and coding conventions to give information						
P2.3 specify accurately and clearly the dimensions and orientation of the layout and the standards of the finished work						
P2.4 estimate the quantities and costs of materials needed within cost limits and the design requirement						
P2.5 estimate costs of materials only if there are no existing stocks you can use						
P2.6 recognise when you need to use specialist services						

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P2.7 identify the correct methods for putting layouts together and any risks to health and safety involved in putting layouts together and using them						
P2.8 provide enough information to allow people to put the layout together efficiently						
P2.9 tell people clearly and accurately what they must do to protect their own and others' health and safety while they are putting layouts together						

Additional evidence (if applicable):

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Unit 9: Help to manage a retail team

Unit code: E.09

Unit credit: 11

Unit level: 6

Introduction

This unit is about managing a team when you are not a full-time team leader. For example, you might lead a team responsible for a special event, sales preparation, stock-taking or emergency situations. You are expected to manage the smooth running of the team's work. You need to understand and act within the limits of your responsibility when acting as team leader, and to ask your manager for advice whenever you need it. The unit does not require you to take responsibility for formally developing or disciplining team members.

What you must know

To achieve this element you must give sufficient evidence to demonstrate your knowledge and understanding for each standard.

Knowledge	Type of evidence	Date
<p>1. Help to manage a retail team - you need to know and understand:</p> <p>K1.1 company procedures and policies relating to the work of your team and the way your team's daily activities are managed, including:</p> <ul style="list-style-type: none"> - health and safety - security - staffing levels - absence reporting - timekeeping - personal appearance - handling customer complaints <p>K1.2 laws and regulations relating to the products your team sells</p> <p>K1.3 why you should set an example to team members by following the company's procedures and policies at all times</p> <p>K1.4 how to check that team members follow the company's procedures and policies</p> <p>K1.5 what you must do when team members are not following the company's procedures and policies</p> <p>K1.6 how clear communication helps teams to work effectively</p> <p>K1.7 how to give instructions so that team members will readily understand them and feel motivated to follow them</p> <p>K1.8 why you need to be approachable as a team leader</p> <p>K1.9 different ways of motivating and encouraging staff, and how to choose which method to use</p>		

Knowledge	Type of evidence	Date
<p>K1.10 the kinds of support team members are likely to need, what kinds of support you can provide and how to do so</p> <p>K1.11 how to plan, prioritise and delegate so that you can fulfil your management duties as well as your other duties</p> <p>K1.12 the types of confidential information to which team leaders have access, and the importance of respecting confidentiality</p> <p>K1.13 why you must treat all team members fairly</p> <p>K1.14 the challenges involved in managing people who also know you as a friend or fellow team member, and techniques for resisting pressure from team members to abuse your responsibilities</p> <p>K1.15 the limits of your responsibility and authority when managing the team</p> <p>K1.16 who can help to sort out problems that are beyond your responsibility, authority or expertise</p> <p>K1.17 the kinds of information your manager needs from you, when it is needed and in what format</p>		

Additional evidence (if applicable):

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Element 1: Help to manage a retail team

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P1.1 set an example for the team by following company procedures and policies at all times						
P1.2 check that team members are following company procedures and policies						
P1.3 take prompt and suitable action when team members are not following company procedures and policies						
P1.4 give clear information and instructions to your team						
P1.5 use methods suited to individual team members' levels of motivation and expertise, when encouraging them to complete tasks						

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P1.6 recognise when team members need support						
P1.7 choose and apply suitable methods for supporting team members						
P1.8 praise good performance promptly and tell your manager about it						
P1.9 manage your own time so that you carry out both your management duties and your other duties						
P1.10 recognise when you should treat information as confidential and release it only to those who have a right to it						
P1.11 share work and privileges fairly between team members						
P1.12 act within the limits of your responsibility and authority						
P1.13 promptly ask the right person for advice when problems are beyond your responsibility, authority or expertise to resolve						

Additional evidence (if applicable):

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What you must know

To achieve this element you must give sufficient evidence to demonstrate your knowledge and understanding for each standard.

Knowledge	Type of evidence	Date
<p>1. Identify opportunities for solving problems and improving retail operations - you need to know and understand:</p> <p>K1.1 the company's standards for customer service</p> <p>K1.2 the sales targets your unit is expected to reach</p> <p>K1.3 company policies, procedures and computerised systems affecting your work</p> <p>K1.4 the main characteristics of the company's customer base and products or services</p> <p>K1.5 different sources of facts and opinions about operational performance and how useful each one is</p> <p>K1.6 common causes of failure to achieve quality standards and sales targets</p> <p>K1.7 how to identify aspects of customer service and sales that could be improved</p> <p>K1.8 how to generate ideas for improving customer service and sales</p> <p>K1.9 how to evaluate the benefits of potential improvements and how urgent they are</p> <p>K1.10 how to work out what resources you would need to put improvements into practice</p> <p>K1.11 how to weigh the costs of your improvements against the benefits</p>		

Knowledge	Type of evidence	Date
<p>2. Recommend ways of improving retail operations - you need to know and understand:</p>		
K2.1 how to present your recommendations to management clearly, concisely and in a suitable format		
K2.2 the types of questions and concerns management are likely to have when considering your recommendations, and how to handle these		
K2.3 why it is important to encourage staff and colleagues to suggest ideas for improvement, and why it is important to make sure they get the credit if their ideas are put into practice		
<p>3. Contribute to putting improvements in retail operations into practice - you need to know and understand:</p>		
K3.1 why it is important for staff to understand the purpose and intended benefits of improvements		
K3.2 different ways of explaining plans to staff, and how to decide which one to use		
K3.3 how your manner and behaviour while explaining improvements can affect your staff's response to plans		
K3.4 why it is important to show enthusiasm and lead by example when putting improvements into practice		
K3.5 how and why different people will need different levels of support, encouragement, advice and training to put improvements into practice		
K3.6 how to identify problems with putting improvements into practice and who to ask for advice and support		

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Element 1: Identify opportunities for solving problems and improving retail operations

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P1.1 get accurate, up-to-date information from relevant sources about operations you are responsible for						
P1.2 accurately identify the causes of problems where operations are not meeting quality standards or sales targets						
P1.3 clearly and accurately identify the scope for further development where operations are achieving quality standards and sales targets						
P1.4 accurately assess possible improvements to see if they are practical, consistent with company policy and style, and easy to put into practice						
P1.5 identify the ideas that offer the greatest benefits for the organisation and its customers						

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Element 2: Recommend ways of improving retail operations

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P2.1 offer recommendations to management that are clear, concise, in a suitable format and supported by relevant information						
P2.2 clearly and honestly acknowledge recommendations that are based on suggestions from other people						
P2.3 clearly explain the benefits the recommended improvements could bring and the resources needed to put them into practice						
P2.4 discuss recommendations with the relevant decision makers						

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Element 3: Contribute to putting improvements in retail operations into practice

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P3.1 explain plans to staff in a way which encourages understanding and involvement						
P3.2 give appropriate support, encouragement, advice and training to members of staff for as long as they need it						
P3.3 promptly ask for appropriate advice and support when you have problems putting improvements into practice						
P3.4 consistently show staff by your behaviour that you are committed to achieving the benefits of the improvement						

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Unit 11: **Follow guidelines for planning and preparing visual merchandising displays**

Unit code: C.18

Unit credit: 7

Unit level: 5

Introduction

This unit is for visual merchandising specialists and is about planning and preparing visual merchandising displays within the guidelines provided by your manager. It involves interpreting design briefs and getting hold of the merchandise and props you will need for the display.

What you must know

To achieve this element you must give sufficient evidence to demonstrate your knowledge and understanding for each standard.

Knowledge	Type of evidence	Date
<p>1. Interpret design briefs for retail display - you need to know and understand:</p> <p>K1.1 the role of displays in marketing, promotional and sales campaigns and activities</p> <p>K1.2 the importance and content of the design brief</p> <p>K1.3 how to use the design brief to identify what you need for the display</p> <p>K1.4 different approaches to designing displays for different types of merchandise, and why these are effective</p> <p>K1.5 how to evaluate the potential places to put the display so you meet the design brief</p> <p>K1.6 company policies for visual design</p>		
<p>2. Get hold of merchandise and props to be featured in retail displays - you need to know and understand:</p> <p>K2.1 the role of displays in marketing, promotional and sales campaigns and activities</p> <p>K2.2 how to use the design brief to identify what you need for the display</p> <p>K2.3 different approaches to designing displays for different types of merchandise, and why these are effective</p> <p>K2.4 how light, colour, texture, shape and dimension combine to achieve the effects you need</p> <p>K2.5 how to assess the potential of places to put displays to meet the design brief</p> <p>K2.6 company policies for visual design</p> <p>K2.7 the merchandiser or buyer that you need to consult about merchandise and props</p> <p>K2.8 how to arrange delivery of merchandise and monitor the progress of deliveries</p> <p>K2.9 why you must update stock records to account for merchandise on display, and how to do this</p>		

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Element 1: Interpret design briefs for retail display

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P1.1 identify the purpose, content and style of the display						
P1.2 identify the equipment, materials, merchandise and props you need to create and install the display and the dates for completing it						
P1.3 evaluate whether the place you plan to put the display is likely to fulfil the design brief						
P1.4 create new and effective ways of improving the visual effect of displays, within the limits of the design brief, the company's visual design policies and the authority you have						

Element 2: Get hold of merchandise and props to be featured in retail displays

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P2.1 confirm that the features of merchandise and props shown in the design brief are those most likely to attract customers' attention						
P2.2 identify other merchandise and props when those originally specified are not available or not suitable, and agree your selections with the right person						
P2.3 agree arrangements for delivery of merchandise and props with the right people, allowing enough time for deliveries to arrive before the display must be installed						
P2.4 check the progress of deliveries and take suitable action if delays seem likely						
P2.5 update stock records to account for merchandise on display						

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Unit 12: **Follow guidelines for dressing visual merchandising displays**

Unit code: C.19

Unit credit: 8

Unit level: 5

Introduction

This unit is for visual merchandising specialists. It is about following guidelines for dressing in-store and window displays in ways that promote sales. It involves making judgements about how best to achieve the visual effect you need, while working within your company's policy for visual design. It is also about evaluating finished displays and sorting out any problems you identify.

What you must know

To achieve this element you must give sufficient evidence to demonstrate your knowledge and understanding for each standard.

Knowledge	Type of evidence	Date
<p>1. Dress in-store displays to guidelines - you need to know and understand:</p> <p>K1.1 how to create and use focal points within a display</p> <p>K1.2 how to put together merchandising displays for use inside the store</p> <p>K1.3 how to choose and combine dimension, shape, colour, texture and lighting to create the visual effect you need from a display</p> <p>K1.4 how to dress mannequins, busts and other props</p> <p>K1.5 how to display different types of merchandise</p> <p>K1.6 how to choose a suitable type of grouping</p> <p>K1.7 how you can use different types, directions and levels of light to create atmosphere</p> <p>K1.8 how displays can achieve add-on sales and why this is important</p> <p>K1.9 why you are expected to install creative displays and to be aware of trends</p> <p>K1.10 different approaches to displaying merchandise and how to choose the best approach</p> <p>K1.11 the different purposes of displays and how they are used in visual merchandising</p> <p>K1.12 how props, prototypes, dressings and fixtures create visual effects</p> <p>K1.13 health and safety guidelines for displays</p> <p>K1.14 how to identify the selling features of merchandise to be used in displays</p>		

Knowledge	Type of evidence	Date
<p>2. Dress window displays to guidelines - you need to know and understand:</p> <p>K2.1 how to choose and combine dimension, shape, colour, texture and lighting to create the visual effect needed from a display</p> <p>K2.2 how to dress mannequins and other props</p> <p>K2.3 how to display different types of merchandise</p> <p>K2.4 how to choose a suitable way of grouping merchandise</p> <p>K2.5 how to light window displays and who in your store is responsible for installing lighting</p> <p>K2.6 how displays can achieve add-on sales and why this is important</p> <p>K2.7 why you are expected to install displays creatively and to be aware of trends</p> <p>K2.8 why different kinds of merchandise need different approaches to display, and what these approaches are</p> <p>K2.9 the different purposes of displays and how they are used in visual merchandising</p> <p>K2.10 how props, prototypes, dressings and fixtures create visual effects</p> <p>K2.11 the dressing techniques to use for different types of merchandise</p> <p>K2.12 health and safety guidelines for displays</p> <p>K2.13 the legal requirements which apply to pricing and ticketing</p> <p>K2.14 how to identify the selling features of merchandise to be used in displays</p>		

Knowledge	Type of evidence	Date
<p>3. Evaluate and improve retail displays - you need to know and understand:</p> <p>K3.1 how to decide if items are suitable for a display</p> <p>K3.2 how to identify risks to items and measures to protect them</p> <p>K3.3 how to evaluate the visual effect of displays</p> <p>K3.4 how to make adjustments and improvements to displays</p> <p>K3.5 how to use scale when creating visual effects</p> <p>K3.6 why you need to evaluate and improve displays</p> <p>K3.7 how light, colour, texture, shape and dimension combine to achieve the visual effects you need for a display</p> <p>K3.8 different approaches to using displays for different types of merchandise</p> <p>K3.9 the dressing techniques for different types of merchandise</p> <p>K3.10 how to identify the purpose of displays</p> <p>K3.11 the company's visual design and merchandising policies</p> <p>K3.12 the types of risk displays face, why you must reduce these risks as far as possible and how to do so</p> <p>K3.13 the reporting arrangements for sorting out problems and reducing risks</p> <p>K3.14 how much authority you have to change displays</p>		

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Element 1: Dress in-store displays to guidelines

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P1.1 follow company procedures for using ladders, tools and equipment safely						
P1.2 place displays where they will attract the attention of target customers						
P1.3 use the design brief to identify the focal points of the display						
P1.4 choose shapes, colours and groupings that are suited to the purpose and style of the display						
P1.5 create displays that achieve the visual effect you need and are consistent with the company's visual design policy						
P1.6 position merchandise, graphics and signs in ways that promote sales						
P1.7 check that lighting is installed in line with the design brief						
P1.8 check that the finished display meets health and safety guidelines and legal requirements						

Element 2: Dress window displays to guidelines

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P2.1 position merchandise, graphics and signs according to guidelines and in ways that attract the attention and interest of customers and give customers the information they need						
P2.2 group merchandise appropriately for the purpose and style of display, the selling features of the merchandise and the visual effect needed under the design brief						
P2.3 make sure that lighting is installed in line with lighting requirements						
P2.4 check that the finished display meets health and safety guidelines and legal requirements						

Element 3: Evaluate and improve retail displays

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P3.1 check that all the parts of the display are suitable for the purpose of the display and meet requirements						
P3.2 check that the display meets requirements for easy access, safety and security						
P3.3 identify safety and security risks to the display and choose suitable ways of reducing risks						
P3.4 consider how the display looks from all the directions from which customers will approach it						
P3.5 encourage colleagues to provide constructive comments about the display						
P3.6 promptly make any adjustments that you are authorised to make and that are needed to achieve the visual effect and to make the display safe and secure						
P3.7 regularly check the display's visual effect						

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P3.8 promptly report to the right person any problems and risks that you are not responsible for sorting out yourself						

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Unit 13: **Order graphic materials for visual merchandising displays**

Unit code: C.20

Unit credit: 3

Unit level: 5

Introduction

This unit is for visual merchandising specialists and is about ordering graphic materials and positioning them in displays. Firstly, it is about ordering the right quantity and quality of graphics, signs and tickets within the available budget and checking the progress of orders to ensure that requirements are met. Secondly, it is about positioning graphics, signs and tickets so that they support the purpose of the display and meet all relevant requirements.

What you must know

To achieve this element you must give sufficient evidence to demonstrate your knowledge and understanding for each standard.

Knowledge	Type of evidence	Date
<p>1. Order graphic materials to meet retail display needs - you need to know and understand:</p> <p>K1.1 how graphic materials help to make displays more effective</p> <p>K1.2 different ways to use graphic materials for different types of merchandise</p> <p>K1.3 how to choose graphic materials that will achieve the desired effects</p> <p>K1.4 who can supply graphic materials</p> <p>K1.5 company procedures for ordering graphic materials</p> <p>K1.6 how to make clear to suppliers what graphic materials you need</p> <p>K1.7 how to check the quantity and quality of graphic materials when they are delivered</p> <p>K1.8 how to find out about cost limits and deadlines for buying graphic materials, and the importance of sticking to these</p>		
<p>2. Position graphic materials to support retail displays - you need to know and understand:</p> <p>K2.1 house style, company policy and legal requirements for using graphic materials</p> <p>K2.2 how to identify and interpret manufacturers' branding requirements</p> <p>K2.3 how to interpret the design brief</p> <p>K2.4 how to choose where to put graphic materials within the display</p> <p>K2.5 how to check that graphics and signs are safe and secure</p> <p>K2.6 how graphic materials help to attract and inform customers</p> <p>K2.7 different ways to use graphic materials for different types of merchandise</p>		

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Element 1: Order graphic materials to meet retail display needs

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P1.1 make clear to suppliers what graphic materials you need						
P1.2 check that suppliers can meet your needs						
P1.3 order supplies of graphic materials promptly and within the available budget						
P1.4 check the progress of orders						
P1.5 check the quality and quantity of graphic materials when they are delivered						

Additional evidence (if applicable):

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Element 2: Position graphic materials to support retail displays

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P2.1 position graphic materials according to the design brief, house style, company policy on signs, manufacturers' branding requirements and legal requirements						
P2.2 position graphic materials in ways that support the display's intended visual effect and message						
P2.3 check that graphic materials are positioned safely and securely and in line with legal requirements						

Additional evidence (if applicable):

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Unit 14: **Dismantle and store visual merchandising displays**

Unit code: C.21

Unit credit: 13

Unit level: 5

Introduction

This unit is for visual merchandising specialists. It is about dismantling displays and deciding what to do with the display parts. This involves returning borrowed merchandise, disposing of unwanted materials and cleaning the display sites and parts. It also involves storing equipment, props and graphics carefully so that they remain in good condition and can easily be found again when needed.

What you must know

To achieve this element you must give sufficient evidence to demonstrate your knowledge and understanding for each standard.

Knowledge	Type of evidence	Date
<p>1. Dismantle retail displays - you need to know and understand:</p> <p>K1.1 how to dismantle displays safely</p> <p>K1.2 how to protect the parts of displays from being damaged during dismantling</p> <p>K1.3 how to identify unwanted materials and how to get rid of them safely</p> <p>K1.4 where to return the parts of display to</p> <p>K1.5 how to identify safe and approved cleaning materials and equipment to use</p> <p>K1.6 techniques for cleaning display sites and parts safely and thoroughly</p>		
<p>2. Store equipment, props and graphics for retail displays - you need to know and understand:</p> <p>K2.1 how to work out the storage space needed</p> <p>K2.2 how to identify requirements for protective packaging and security measures</p> <p>K2.3 how to check the condition of items</p> <p>K2.4 how to deal with items that need repair</p> <p>K2.5 why you must label items accurately</p> <p>K2.6 why you must keep records of items and where to store them</p> <p>K2.7 why you must store items securely</p> <p>K2.8 suitable storage facilities available to you</p> <p>K2.9 which items need to be stored</p> <p>K2.10 possible dangers and risks to health, safety and security in relation to storage facilities and stored items</p> <p>K2.11 who to report dangers and risks to</p>		

Additional evidence (if applicable):

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Element 1: Dismantle retail displays

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P1.1 dismantle displays safely						
P1.2 protect the parts of the display from being damaged during dismantling						
P1.3 return the parts of the display to the appropriate places promptly and, if needed, in a saleable condition						
P1.4 get rid of unwanted materials safely and keep accurate records of this if needed						
P1.5 clean display sites and parts using safe and approved cleaning materials and equipment						

Additional evidence (if applicable):

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Element 2: Store equipment, props and graphics for retail displays

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P2.1 work out accurately the storage space required						
P2.2 identify the protective packaging you need and the security measures that need to be in place						
P2.3 store items in suitable places and with clear and accurate labels						
P2.4 keep accurate and up-to-date records of items in storage						
P2.5 identify damaged items, missing items and dangers and risks to health and safety, and report these promptly to the right person						
P2.6 check that storage facilities and items in storage are clean, safe, secure and accessible only to those with a right to them						

Additional evidence (if applicable):

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Unit 15: **Make props for visual merchandising displays**

Unit code: C.22

Unit credit: 10

Unit level: 5

Introduction

This standard is for visual merchandising specialists and is all about making props for displays. Firstly, it is about using design information to identify the props and prototypes you need and working out how you will get hold of these items. It also covers making life-size replicas and scale models as well as decorating fixtures and panels for using in displays in stores.

What you must know

To achieve this element you must give sufficient evidence to demonstrate your knowledge and understanding for each standard.

Knowledge	Type of evidence	Date
<p>1. Confirm the requirements for props and prototypes for retail displays - you need to know and understand:</p> <p>K1.1 where to get the design brief</p> <p>K1.2 how to use design information to identify the props and prototypes you need</p> <p>K1.3 how to decide whether different types of props and prototypes are relevant, including life size, large scale, small scale, standing items and moving items</p> <p>K1.4 how to specify your needs for props and prototypes clearly, and what formats to use</p> <p>K1.5 how to use scale in creating visual effects</p> <p>K1.6 how props, prototypes, dressings and fixtures create visual effects</p> <p>K1.7 the types and styles of props and prototypes your company uses</p>		
<p>2. Make life-size copies of items for retail displays - you need to know and understand:</p> <p>K2.1 how to make the copies needed</p> <p>K2.2 how to check whether the copies you make are suitable for display</p> <p>K2.3 how to test that copies work as they should, look as they should, and are safe to use</p> <p>K2.4 how to use scale to create visual effects</p> <p>K2.5 how props, prototypes, dressings and fixtures create visual effects</p> <p>K2.6 how to use the design brief to identify what items need to be copied</p> <p>K2.7 how to identify the cost limits and deadlines for making copies</p> <p>K2.8 how to arrange suitable storage for copies</p>		

Knowledge	Type of evidence	Date
<p>3. Make scale models of items for retail displays - you need to know and understand:</p> <p>K3.1 how to create scale models to use as props and prototypes</p> <p>K3.2 how to evaluate finished models against specifications</p> <p>K3.3 how to test that scale models work as they should, look as they should, and are safe to use</p> <p>K3.4 how to use scale to create visual effects</p> <p>K3.5 how models help to create visual effects</p> <p>K3.6 the mechanical principles of working models</p> <p>K3.7 how to use the design brief to identify what you need for scale models</p> <p>K3.8 how to identify the budget and deadlines for making scale models</p> <p>K3.9 how to make suitable storage arrangements for scale models</p>		
<p>4. Decorate fixtures and panels for retail displays - you need to know and understand:</p> <p>K4.1 how to use scale to create visual effects</p> <p>K4.2 how to choose decorative materials and techniques</p> <p>K4.3 how to check and evaluate decorative work as it is being done</p> <p>K4.4 how to use materials efficiently</p> <p>K4.5 how to check the quality of finish of decorative panels and fixtures</p> <p>K4.6 how to judge the suitability of, and choose, new and creative decorative techniques</p> <p>K4.7 how to apply innovative decorative techniques</p> <p>K4.8 how to complete decorative work within cost limits and policy</p> <p>K4.9 how light, colour, texture, shape and dimension combine to achieve the visual effects you need for a display</p> <p>K4.10 why you are expected to decorate panels and fixtures in creative ways</p>		

Knowledge	Type of evidence	Date
<p>K4.11 why different kinds of merchandise need different approaches to decoration</p> <p>K4.12 how decorated panels and fixtures contribute to visual effects</p> <p>K4.13 how to identify the range of decorative techniques and materials you can choose from</p> <p>K4.14 how to identify the purpose of the display</p> <p>K4.15 the company's visual design policy</p>		

Additional evidence (if applicable):

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Element 1: Confirm the requirements for props and prototypes for retail displays

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P1.1 use design information to identify the props and prototypes you need						
P1.2 produce specifications for props and prototypes that meet the design brief						
P1.3 specify clearly and accurately the type, size and function of the props and prototypes you need						
P1.4 identify which props and prototypes you can get ready-made and which need to be made to order						
P1.5 make realistic plans to get all the items you need						

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Element 2: Make life-size copies of items for retail displays

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P2.1 use the design brief to identify the features of original items that you need to copy						
P2.2 choose and use suitable and efficient techniques, materials, tools and equipment for making copies						
P2.3 complete the copies, including any alterations, by agreed deadlines and in line with the design brief						
P2.4 use valid and thorough tests to check that copies work as they should, look as they should, and are safe to use						
P2.5 evaluate test results accurately and make any adjustments needed to the copy						
P2.6 store copies securely and make them available to those who need them by the agreed deadlines						

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Element 3: Make scale models of items for retail displays

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P3.1 choose new ideas, techniques and materials that are consistent with the design brief and the company's design policy						
P3.2 use shapes and colour styles that make models more effective within the limits of the design brief						
P3.3 choose and use suitable and efficient techniques, materials, tools and equipment for making scale models						
P3.4 complete scale models, including any alterations, by agreed deadlines and in line with the design brief						
P3.5 use valid and thorough tests to check that models work as they should, look as they should, and are safe to use						
P3.6 evaluate test results accurately and make any adjustments needed to the scale model						

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P3.7 store scale models securely and make them available to those who need them by the agreed deadlines						

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Element 4: Decorate fixtures and panels for retail displays

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P4.1 choose decorative techniques and materials which are suitable, new and within cost limits						
P4.2 choose materials that will have the visual effect you need when applied to the relevant fixtures						
P4.3 evaluate decorative work as its visual effect emerges and adjust it to give the effect you need						
P4.4 use tools, equipment and materials efficiently						
P4.5 produce decorative work that is free from faults, has the visual impact you need, is consistent with the design brief and is completed within agreed deadlines						

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Unit 16: Put visual merchandising displays together

Unit code: C.23

Unit credit: 8

Unit level: 5

Introduction

This standard is for visual merchandising specialists and is all about assembling displays. Firstly, it involves interpreting diagrams of layouts for displays. As well as identifying the features of layouts, such as where to put them and what you need to create them, you need to be able to work out what you need to do to put layouts together. The second aspect of the unit is about putting layouts together accurately within the guidelines provided and introducing creative effects when appropriate.

What you must know

To achieve this element you must give sufficient evidence to demonstrate your knowledge and understanding for each standard.

Knowledge	Type of evidence	Date
<p>1. Interpret retail display layout requirements from plans, elevations and drawings - you need to know and understand:</p> <p>K1.1 how to identify the layout needed and the essential features of layouts from plans, elevations and drawings</p> <p>K1.2 how to work out what activities and resources you need to put layouts together</p> <p>K1.3 how to identify the health, safety and security arrangements needed for layouts</p> <p>K1.4 what layout design is and its part in effective visual design practice</p> <p>K1.5 the techniques of layout design, including drawing conventions and standards</p> <p>K1.6 sources of information to use when working out what you need for layouts</p> <p>K1.7 who can make decisions when you have problems with layouts</p>		
<p>2. Follow guidelines for putting retail display layouts together - you need to know and understand:</p> <p>K2.1 how to interpret guidelines for putting layouts together</p> <p>K2.2 how to spot opportunities to achieve creative effects</p> <p>K2.3 how to work creatively within the visual merchandising policy</p> <p>K2.4 how to spot and sort out problems when putting layouts together</p> <p>K2.5 when creative effects are suitable</p> <p>K2.6 the parts you need to put layouts together</p> <p>K2.7 the relevant health, safety and legal requirements</p> <p>K2.8 where to find the parts you need for layouts</p>		

Additional evidence (if applicable):

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Element 1: Interpret retail display layout requirements from plans, elevations and drawings

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P1.1 accurately identify the essential features and detailed requirements of layouts from plans, elevations and drawings						
P1.2 accurately identify health, safety and security arrangements from plans, elevations and drawings						
P1.3 work out what activities and resources you need to put layouts together as shown in plans, elevations and drawings						
P1.4 identify possible problems in putting layouts together and work out ways of sorting them out						

Additional evidence (if applicable):

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Assessor signature: _____ Date: _____

Countersigning assessor signature (if applicable): _____ Date: _____

I confirm that the candidate's sampled work meets the standards specified for this Unit and may be presented for external verification.

Internal verifier signature: _____ Date: _____

Countersigning internal verifier (if applicable): _____ Date: _____

Element 2: Follow guidelines for putting retail display layouts together

What you must do

To achieve this element you must give sufficient evidence to demonstrate your competence for each standard.

Performance criteria	Type of evidence	Portfolio Reference	Date	Type of evidence	Portfolio Reference	Date
To meet the national standard you must:						
P2.1 check that the parts you need are available and in working order						
P2.2 put the layout together within the guidelines, agreed deadlines, health and safety policies and legal requirements						
P2.3 identify opportunities for achieving creative effects and do so within the guidelines						
P2.4 identify possible problems which may arise and take prompt and suitable action within the guidelines						

Additional evidence (if applicable):

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	O = DIRECT OBSERVATION OF THE LEARNER'S PERFORMANCE BY THEIR ASSESSOR	PD = PROFESSIONAL DISCUSSION
	Q&A = OUTCOMES FROM ORAL OR WRITTEN QUESTIONING	A = ASSIGNMENT, PROJECT/CASE STUDIES
COLUMN KEY:	P = PRODUCTS OF THE LEARNER'S WORK	WT = AUTHENTIC STATEMENTS/WITNESS TESTIMONY
	RA = PERSONAL STATEMENTS AND/OR REFLECTIVE ACCOUNTS	EPW = EXPERT WITNESS TESTIMONY
	S = OUTCOME FROM SIMULATION, WHERE PERMITTED BY THE ASSESSMENT STRATEGY	RPL = EVIDENCE OF RECOGNITION OF PRIOR LEARNING

I confirm that the evidence detailed in this Unit is my own work and meets the requirements of the National Occupational Standards.

Candidate signature: _____ Date: _____

I confirm that the candidate has achieved all the requirements of this Unit.

Assessor signature: _____ Date: _____

Countersigning assessor signature (if applicable): _____ Date: _____

I confirm that the candidate's sampled work meets the standards specified for this Unit and may be presented for external verification.

Internal verifier signature: _____ Date: _____

Countersigning internal verifier (if applicable): _____ Date: _____

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