Unit Title:	**Dress visual merchandising displays to attract customers**
OCR unit number:	33
Sector unit number:	C.19
Level:	2
Credit value:	7
Guided learning hours:	35
Unit reference number:	H/503/5696

Unit purpose and aim

This unit assesses the occupational competence of individuals who dress in-store and window visual merchandising displays, guided by a design brief.

Learning Outcomes	Assessment Criteria
The Learner will:	**The Learner can:**
1 Understand the purpose of visual merchandising displays	1.1 explain the different purposes of visual merchandising displays 1.2 explain how visual merchandising displays can achieve add-on sales 1.3 explain why add-on sales are important to the organisation
2 Understand how visual merchandising displays achieve their intended purposes	2.1 explain the importance of visual merchandising displays in a retail environment 2.2 explain the importance of being aware of trends relating to visual merchandising 2.3 explain how props, prototypes, dressings and fixtures create visual effects within displays 2.4 explain why different kinds of merchandise need different approaches to display
3 Be able to dress in-store displays and window displays	3.1 position merchandise, signage and graphics within displays: • in ways that attract the attention and interest of target customers • to provide the information that customers need • in line with organisational visual merchandising guidelines 3.2 group merchandise within displays in ways that suit: • the purpose of the display

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Learning Outcomes	Assessment Criteria
	• the style of the display • the intended focal points of the display • the angles from which customers will view the display • the selling features of the merchandise • the visual effect specified by the design brief 3.3 assess whether the display's lighting meets the design brief in achieving the required visual effects and atmosphere 3.4 check that the finished display meets organisational requirements for: • health and safety • security • easy access 3.5 seek permission from the designated person to change displays when this is not within own authority

Assessment

This unit requires workplace assessment of occupational competence. It is internally assessed by centre staff and externally assessed by an OCR External Verifier.

The unit is competence-based. This means that it is linked to the candidate's ability to competently perform a range of tasks associated with their work.

If the assessor is unable to make judgements about the specialist skills and knowledge covered by this unit, expert witness testimony must be sought from a person with suitable current experience, to confirm the candidate's competence.

The candidate may have undertaken formal visual merchandising training that may contribute to the evidence for this unit.

The unit needs to be assessed in line with the relevant Sector Skills Council's (SSC's) Assessment Strategy or Principles. Skillsmart Retail's Assessment Principles for Retail Qualifications can be found on their website (www.skillsmartretail.com).

Assessment conducted by an external/peripatetic assessor must adhere to section 4.2.1 of Skillsmart Retail's '*Retail Qualifications Assessment Principles'*. As such, OCR requires the line manager or the owner/manager to sign and date the bottom of each unit Evidence Record Sheet (ERS) to both confirm their involvement and the candidate's competence. This should be on or prior to the signature and date provided by the assessor.

Evidence requirements

OCR does not stipulate the mode of delivery for the teaching of the content of this unit. Centres are free to deliver this unit using any mode of delivery that meets the needs of their candidates. Centres should consider the candidates' complete learning experience when designing programmes of learning.

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Guidance on assessment and evidence requirements

You should refer to the '*Admin Guide: Vocational Qualifications* (A850)' for *Notes on Preventing Computer-Assisted Malpractice*.

National Occupational Standards (NOS) mapping/signposting

This unit is based on the NOS reference SSR.C232, SSR.C233, SSR.C234

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

Functional skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills.

Functional Skills Standards					
English		**Mathematics**		**ICT**	
Speaking and Listening	✔	Representing		Use ICT systems	✔
Reading	✔	Analysing		Find and select information	
Writing	✔	Interpreting		Develop, present and communicate information	✔

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850)* on the OCR website www.ocr.org.uk .