Unit Title:	**Design visual merchandising display layouts**
OCR unit number:	74
Sector unit number:	C.29
Level:	3
Credit value:	10
Guided learning hours:	46
Unit reference number:	F/503/5706

Unit purpose and aim

This unit assesses the occupational competence of visual merchandising specialists who are responsible for designing display layouts and providing guidance on how to assemble those designs.

Learning Outcomes	Assessment Criteria
The Learner will:	**The Learner can:**
1 Understand the importance of display layout design in visual merchandising	1.1 explain what layout design is 1.2 explain the role of layout design in visual merchandising 1.3 explain the importance of developing creative and practical display layout ideas in visual merchandising
2 Understand the elements of creative layout design solutions	2.1 explain how to choose and combine scale, shape, colour, texture and focal points to produce creative layout design solutions 2.2 explain the role of dimension, shape, colour, texture and location in creative layout design
3 Understand the importance of display layout designs to those who put layouts together	3.1 explain why specifications, drawings and supporting information are needed by those who will put layouts together
4 Be able to develop creative ideas for display layouts	4.1 assess which layout best meets the intended purpose of the display 4.2 generate different ideas for the design of the display layout 4.3 evaluate ideas for the design of the display layout, using relevant criteria including: • cost • the time available to prepare the display 4.4 select the display layout idea that is most likely to achieve the required visual effect within time and cost limits

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Learning Outcomes	Assessment Criteria
	4.5 develop the chosen display layout idea in more detail ensuring that it: • fulfils the precise design requirements • is still achievable within the available time and cost • will fit the available space • can be assembled and used safely 4.6 reach an agreement with decision makers on the final layout
5 Be able to produce guidance to enable the assembly of display layouts	5.1 produce a drawing of the display layout that: • uses visual merchandising drawing and coding conventions to give information • specifies the dimensions and orientation of the layout • specifies the standards of the finished layout 5.2 estimate the quantities of materials needed for specified display layouts 5.3 estimate the costs of materials and services needed for specified layouts, doing so: • within the design requirement for the layouts • within cost limits 5.4 provide detailed information on the layout design to enable the display to be assembled safely

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.

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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.

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.C341, SSR.C342

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 .