Unit Title:	**Contribute to improving a retail organisation's visual merchandising policy**
OCR unit number:	73
Sector unit number:	C.28
Level:	3
Credit value:	8
Guided learning hours:	36
Unit reference number:	A/503/5705

Unit purpose and aim

This unit assesses the occupational competence of visual merchandising specialists who are expected to suggest improvements to an organisation's visual design and to ensure that staff follow the organisation's visual design policy.

Learning Outcomes	Assessment Criteria
The Learner will:	**The Learner can:**
1 Understand how visual merchandising and visual design can benefit an organisation	1.1 explain how having a visual merchandising policy can help the organisation to achieve its aims 1.2 explain how visual design can help to promote and sell goods and services 1.3 explain what customer-focused design is 1.4 explain how customer-focused design can benefit the organisation
2 Be able to evaluate the organisation's approach to visual design	2.1 research what internal and external customers want and expect from the visual design of the organisation 2.2 analyse research findings to identify internal and external customers' wishes and expectations concerning visual design in the organisation 2.3 evaluate whether current and recent visual designs used in the organisation meet internal and external customers' wishes and expectations
3 Be able to recommend new ideas for the organisation's visual design	3.1 develop ideas for improving the organisation's approach to visual design 3.2 create ideas for improving the visual design of the organisation 3.3 assess whether own design ideas are relevant to the needs of the organisation 3.4 present visual design recommendations to decision makers

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Learning Outcomes	Assessment Criteria
4 Be able to support staff putting the organisation's visual design policy into practice	4.1 explain the organisation's visual design policy to staff in a way that attempts to encourage understanding and commitment 4.2 provide opportunities for staff to ask questions 4.3 perform checks to ensure that visual designs used in the organisation are consistent with the organisation's visual design policy 4.4 report to own line manager any problems with implementing the visual design policy that are not within own authority to resolve

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.

'Visual merchandising/design policy': If the organisation does not have a written policy, candidates need to ask their manager for broad guidelines and follow these where the unit refers to a policy.

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.

Guidance on assessment and evidence requirements

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

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National Occupational Standards (NOS) mapping/signposting

This unit is based on the NOS reference SSR.C339, SSR.C340

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 .