Unit Title:	**Manage the use of signage and graphics in visual merchandising displays**
OCR unit number:	70
Sector unit number:	C.25
Level:	3
Credit value:	7
Guided learning hours:	31
Unit reference number:	K/503/5702

Unit purpose and aim

This unit assesses the occupational competence of visual merchandising specialists who are responsible for specifying signage and graphics to be used in visual merchandising displays to achieve the intended effects of a design brief.

Learning Outcomes	Assessment Criteria
The Learner will:	**The Learner can:**
1 Understand how signage and graphics are used in visual merchandising displays	1.1 explain how the look of signage and graphics in visual merchandising displays can attract customers 1.2 explain how signage and graphics are used in visual merchandising displays to convey information to customers
2 Understand the importance of complying with legal requirements relating to the use of signage and graphics in visual merchandising	2.1 explain the importance of complying with legal requirements relating to the use of signage and graphics in visual merchandising displays
3 Understand the importance of monitoring the use of signage and graphics in visual merchandising displays	3.1 explain the importance of monitoring the use of signage and graphics in visual merchandising displays to ensure that they are being used as intended
4 Be able to assess the signage and graphics needed for visual merchandising displays	4.1 assess the types and quantities of signage and graphics that will best: • suit the purpose of the display • meet legal requirements • comply with the organisation's visual design policy 4.2 confirm with decision makers that proposals for the use of signage and graphics are acceptable

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Learning Outcomes	Assessment Criteria
5 Be able to source the signage and graphics needed for visual merchandising displays	5.1 confirm with suppliers: • the type of signage and graphics needed • quantities • costs • delivery dates • delivery arrangements 5.2 assess whether the signage and graphics received from suppliers meet specified requirements before they are used
6 Be able to co-ordinate the use of signage and graphics in visual merchandising displays	6.1 distribute signage and graphics by the deadlines agreed in the design brief to those who are responsible for putting them on display 6.2 explain to colleagues how they should install signage and graphics to meet the design brief 6.3 check that signage and graphics are installed in line with specifications
7 Be able to monitor the use of signage and graphics in visual merchandising displays	7.1 perform checks on visual merchandising displays to ensure that signage and graphics are still being used as intended 7.2 request feedback from colleagues on the use of signage and graphics on display 7.3 take corrective action when signage and graphics are not being used in line with organisational procedures or the design brief

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.

AC 4.1: 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).

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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*.

National Occupational Standards (NOS) mapping/signposting

This unit is based on the NOS reference SSR.C332, SSR.C333, SSR.C334

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 .