Unit Title:	**Follow guidelines for planning and preparing visual merchandising displays**
OCR unit number:	32
Sector unit number:	C.18
Level:	2
Credit value:	5
Guided learning hours:	22
Unit reference number:	D/503/5695

Unit purpose and aim

This unit assesses the occupational competence of individuals who are responsible for planning and preparing visual merchandising displays from guidelines provided in design briefs.

Learning Outcomes	**Assessment Criteria**
The Learner will:	**The Learner can:**
1 Understand the importance of visual merchandising displays and design briefs	1.1 explain the role of visual merchandising displays in marketing, promotional and sales campaigns and activities 1.2 explain the importance of the design brief in creating visual merchandising displays
2 Understand the selection of approaches and effects in visual merchandising displays	2.1 explain why different approaches are needed for displays of different types of merchandise 2.2 explain how light, colour, texture, shape and dimension combine to achieve different effects
3 Understand the sourcing of merchandise and props to be featured in visual merchandising displays	3.1 explain how to use a design brief to identify the items needed for a display 3.2 explain how different types of merchandise and props can attract customers' attention 3.3 explain the importance of updating stock records to account for merchandise on display
4 Be able to plan visual merchandising displays to fulfil a design brief	4.1 select display locations that enable the design brief to be fulfilled 4.2 create ideas for improving the visual effect of displays, ensuring such ideas: • create the required effect • are within the limits of the design brief

Learning Outcomes	Assessment Criteria
	• are within the limits of the organisation's visual design policies • are within the limits of own authority
5 Be able to source merchandise and props to be featured in visual merchandising displays	5.1 agree alternative selections of merchandise and props with the designated person, when those originally specified are unavailable or unsuitable 5.2 agree arrangements with suppliers for delivery of merchandise and props 5.3 plan enough time for deliveries of merchandise and props to arrive before the display must be installed 5.4 check the progress of deliveries of merchandise and props 5.5 take action to resolve the situation when delays to deliveries of merchandise and props seem likely 5.6 update stock records to account for merchandise on display

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.C230, SSR.C231

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 .