Unit Title:	**Order and position signage and graphics for visual merchandising displays**
OCR unit number:	34
Sector unit number:	C.20
Level:	2
Credit value:	3
Guided learning hours:	15
Unit reference number:	K/503/5697

Unit purpose and aim

This unit assesses the occupational competence of individuals who order and position signage and graphics for visual merchandising displays under the supervision of visual merchandising specialists.

Learning Outcomes	Assessment Criteria
The Learner will:	**The Learner can:**
1 Understand the role of signage and graphics within visual merchandising	1.1 explain the purpose of signage in visual merchandising 1.2 explain how signage can contribute to the effectiveness of visual merchandising 1.3 explain the purpose of graphics in visual merchandising 1.4 explain how graphics can contribute to the effectiveness of visual merchandising
2 Be able to source signage and graphics to meet visual merchandising needs	2.1 describe to suppliers the signage and graphics required by the design brief 2.2 order signage and graphics: • within the required timescales • within the available budget • from suppliers who have confirmed they can meet the specified requirements 2.3 monitor the progress of orders for signage and graphics 2.4 assess signage and graphics when these are delivered, to ensure they meet the agreed requirements
3 Be able to position signage and graphics to support visual merchandising	3.1 position signage and graphics in accordance with: • the design brief • any house styles that apply • any branding requirements that apply

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Learning Outcomes	Assessment Criteria
	• organisational policy on signage • legal requirements • the display's intended visual effect and message • organisational safety requirements • the need for signage and graphics to remain securely attached

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 3.1: 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).

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.C235, SSR.C236

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

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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 .