



Australian Government

Assessment Requirements for SIRRMER007 Design and install visual merchandising displays

Release: 1

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- review a visual merchandising concept to design and create three of the following visual merchandising displays:
 - window display
 - lifestyle display
 - bulk stack display
 - event installation
 - promotional display
 - pop-up shop display
 - exhibition display
 - food display
- create visual representations of the above display designs using digital software on at least one occasion
- use common construction techniques and power tools to work with materials to create visual merchandising displays
- create the above displays:
 - applying the elements and principles of design
 - following work, health and safety requirements
 - within typical workplace time constraints
 - that align with visual merchandising style guidelines and standards
- incorporate the following sensory elements, on at least one occasion, in the above displays:
 - sound
 - smell
 - touch
 - sight.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- types of visual merchandising displays:
 - purpose
 - benefits
 - limitations
- key aspects and considerations of visual merchandising display design:
 - creating alignment with organisational merchandise strategy
 - display purpose and desired messaging
 - scaling
 - spatial specifications
 - product styling
 - customer traffic flow
 - customer visual paths
 - materials
 - construction methods
- current visual merchandising display trends
- sources of creative influence
- tools used creating visual representation of displays
- techniques to achieve the following through visual merchandising displays:
 - increased customer engagement
 - sales generation
 - cross-selling
 - cost-efficiencies
- common types of material and construction methods used in visual merchandising displays:
 - benefits
 - limitations
- elements and principles of design and their application in visual merchandising display design:
 - elements of design:
 - texture
 - form
 - colour
 - space
 - line
 - principles of design:
 - harmony
 - rhythm
 - balance
 - dominance
 - scale

- proportion
- light
- contrast
- use of multi-sensory elements in visual merchandising displays:
 - sound
 - smell
 - touch
 - sight
- key aspects of work, health and safety as it relates to visual merchandising displays.

Assessment Conditions

Skills must be demonstrated in a service industries environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- visual merchandising style guidelines and standards
- visual merchandising concept
- display space
- display supplies:
 - materials
 - power tools
 - product
 - display equipment
 - equipment
 - fixtures.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors, and:

- have worked in a job role for at least two years where they have applied the skills and knowledge within this unit of competency.

Links

Companion Volume Implementation Guides -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>