



Australian Government

SIRRMER007 Design and install visual merchandising displays

Release: 1

SIRRMER007 Design and install visual merchandising displays

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to design and create visual merchandising displays for promotional purposes. It requires the ability to review a visual merchandising concept to identify display objectives, and to build displays using a range of construction methods and materials.

This unit applies to visual merchandisers and stylists working in a diverse range of sectors and business contexts. They operate with independence, under limited supervision of others, and within established organisational policies and procedures. They may have responsibility for making a range of creative and operational decisions within the scope of their job role.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Merchandising

Unit Sector

Retail

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Determine display requirements.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

1.1. Access and review a visual merchandising concept to determine display requirements.

1.2. Determine display purpose and desired messaging.

1.3. Identify scaling and spatial specifications and constraints that will impact display design.

1.4. Access creative sources of information and research display

trends to draw inspiration to inform display design.

2. Design displays.

- 2.1. Design displays that reflect organisational merchandise strategy, style guidelines and standards.
- 2.2. Plan display structure and positioning that reflects customer traffic flow and visual paths.
- 2.3. Incorporate multi-sensory elements into display design to enhance customer engagement and interaction with product.
- 2.4. Design displays that promote cross-selling and generate commercial benefit.
- 2.5. Design displays that are structurally sound and meet work, health and safety requirements.
- 2.6. Apply principles and elements of design to display designs.
- 2.7. Identify resources, materials and construction techniques required to build displays.
- 2.8. Identify opportunities to create cost-efficiencies and maximise use of resources.
- 2.9. Produce visual representations of display designs.
- 2.10. Seek approval for display designs and make any required adjustments.

3. Install displays.

- 3.1. Source materials and resources required to create displays.
- 3.2. Select appropriate time to build displays that minimises disruption to customers.
- 3.3. Apply construction techniques and use power tools to build displays.
- 3.4. Ensure product availability at primary location.
- 3.5. Consider product grouping based on key features, price, size and type.
- 3.6. Handle stock and equipment according to safe manual handling and work health and safety requirements to prevent injury to self.
- 3.7. Finalise displays and adjust as required to ensure visual appeal is maximised.
- 3.8. Ensure finalised displays meet display design and work, health and safety requirements.
- 3.9. Clean and tidy work area and remove excess materials and stock.
- 3.10. Dispose of waste to minimise environmental impacts.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria, are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Numeracy skills to:	perform accurate measurements for use in the design and installation of visual merchandising displays.
Initiative and enterprise skills to:	ensure product selection and placement is managed according to the commercial needs of the business.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume Implementation Guides -

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

Assessment Requirements for SIRRMER007 Design and install visual merchandising displays

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

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