

WORLDSKILLS SINGAPORE 2023
TECHNICAL DESCRIPTION
VISUAL MERCHANDISING



Skill Competition

1. This competition covers a broad range of visual merchandising tasks dealing with research, design, installation and presentation based on a given theme.
2. Conducted as an individual event, competitors are given 21 hours over 3 days to complete the Test Project for this competition.

Scope of Work

3. Competitors must be able to demonstrate competencies in the following areas:
 - 3.1. Research and develop the design concept
 - 3.2. Submit the concept for Criterion A, B and C
 - 3.3. Plan, prepare and install the window display
 - 3.4. Complete the window display

Assessment

4. Competitors will be assessed based on objective and subjective marking.
5. The assessment criteria and relative weighting of marks are as follows:

Criterion		Marks
A	Research and inspiration	5
B	Design, concept and interpretation	13
C	Mood board, visual and rationale	15
D	Health and safety, work and workspace organization	10
E	Props make and prepare	11
F	Painting, covering and applying vinyl	11
G	Product presentation and styling	9
H	Install and finish	13
I	Appeal and client satisfaction	13
Total		100

The organisers reserve the right to update the Technical Description whenever necessary

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Major Tools & Materials, and Equipment

6. A working area, a workbench, and a mock-up shop window will be provided.

Window Specifications

The specifications of the shop window provided are as follows:

- 6.1. Dimensions of the shop window: 1800mm (W) x 1800mm (D) x 3000mm (H)
 - 6.2. Eight adjustable spotlights two on both sides of the pole and 4 on the grid ceiling
7. The standard personal protection equipment (excluding dustcoat), stationery, fastenings, hardware, and finishing will be provided during the competition. The detailed list will be given to the competitors before the competition.