

*Standards and
Assessment Guide*

**Visual
Merchandising**

Introduction

Welcome to the Standards and Assessment Guide (SAG), a comprehensive resource designed to support excellence in assessment practices for all skills competitions hosted at the WorldSkills Competition. A key component of the SAG is the commitment to continuous improvement through ongoing review, ensuring that these guides consistently reflect the latest industry innovations and high standards of assessment in an open and transparent manner.

Purpose

The primary purpose of this guide is to provide a structured framework for the consistent and fair assessment of each skill competition. It aims to ensure that all assessments are conducted with a high degree of accuracy, reliability, validity, and reflect global industry standards. By adhering to these guidelines, assessors can maintain the integrity of the competition and uphold the high standards associated with WorldSkills.

Note: this guide is not a replacement for the Marking Scheme and should only be used as a reference when required during the assessment process. Competitors are not allowed to have a copy of this SAG in the workshop in either digital or paper form.

Scope

This document covers general assessment practices applicable to a diverse range of industry sectors including:

- Manufacturing and Engineering Technology
- Information and Communication Technology
- Construction and Building Technology
- Transportation and Logistics
- Social and Personal Services
- Creative Arts and Fashion

Each skill competition has its unique requirements and benchmarks, which are detailed within sections of this guide. The consistency of assessment across each skill is the overarching principle, ensuring a unified approach to evaluating Competitor performance to the highest standards.

Key Components

The guide is structured into several key components, each addressing critical aspects of the assessment process:

Assessment Principles and Objectives

- Emphasis on fairness, transparency, and objectivity in assessments.
- Alignment with global industry standards and best practices.

Assessment Methods and Tools

- Description of various assessment methods in Measurement and Judgement.
- Guidance on the application of appropriate assessment tools and equipment (if applicable).

Criteria and Benchmarks

- Examples of assessment criteria and aspects for each skill, outlining the expected competencies and performance standards.
- Benchmarks for different levels of proficiency i.e. Judgement award range 0, 1, 2, 3 or Yes/No criteria alongside clear measurable descriptors.

Expert assessment requirements

- Completion of the Access Programme.
- Approved Curriculum Vitae (CV).
- Reaching 100% Expert preparedness.
- Full participation of online and in-person Mandatory Assessment Training (MAT).
- Completion of practical assessment testing at the Competition.

Quality Assurance and Improvement

- Monitoring and evaluation: Ensuring assessments are carried out correctly and produce reliable results.
- Continuous improvement: Using feedback from Experts and Skill Competition Managers to enhance future assessments.
- Periodic review: Regularly updating processes to reflect current industry and WorldSkills standards.

Implementation

For effective implementation, this guide should be used for guidance purposes only and in parallel with the Technical Description for each skill. Experts are encouraged to familiarize themselves thoroughly with both the general guidelines and the particular requirements of their respective skill areas. Collaborative efforts between the Skill Management Team, Experts, and Competitors are vital for achieving the ultimate goal of global skills development.

Conclusion

The Standards and Assessment Guide embodies the commitment of the WorldSkills movement to nurturing talent and promoting the highest standards of vocational education and training worldwide. By providing clear and comprehensive guidance, we aim to empower Experts to conduct marking and assessment practices that are not only rigorous and equitable but also inspiring and transformative for all participants.

Thank you for your dedication to upholding these standards and contributing to the success of the WorldSkills Competition. Together, we can continue to champion skills excellence and celebrate the achievements of talented individuals from around the globe.

Skill 44 – Visual Merchandising

Description of document information

This document outlines the principles and processes for evaluating criteria and aspects related to Test Projects used in WorldSkills International Competitions, specifically Skill 44 Visual Merchandising.

Examples used are "as agreed" by all Experts at the previous competition. This document is an Appendix to the Technical description of the Skill.

This guide promotes equity, openness, and clarity of the assessment criteria for all Experts involved in preparation, training and evaluation in the Visual Merchandising category. The guide should help avoid possible discussions about the assessment process during the marking of the Competitor's work. All criteria/aspects and marks/points are examples from previous marking schemes and serve only to demonstrate their possible application concerning the competition Test Project, which will differ from previous competition test projects.

This document serves as the basis for all subsequent competitions in the Visual Merchandising category and may be supplemented with new/other examples of criteria or include new ones.

Assessment methods

There are two assessment methods: MEASUREMENT and JUDGEMENT. Each has distinct purposes and procedures.

Measurement

Measurement is used to assess accuracy, precision, and other performance that can be measured objectively. It involves comparing performance against fixed, observable, and verifiable criteria, such as dimensions, quantities, times, tolerances, or the presence/absence of specific features.

It is used where ambiguity must be avoided. The total marks allocated to measurement marking may vary from competition to competition depending on the Test Project.

- The result is factual, either correct or incorrect, within an allowable measurable tolerance.
- Example: A component is measured to confirm if it fits within a ± 0.5 cm tolerance.

The assessment decisions available to a marking team for measurement are either.

- Binary: yes or no
- Against a pre-determined scale of conformity to a given benchmark

Not all marking criteria requires an example. For examples of measurement throughout the Competition, see below:

Aspect	WSOS section as per TD	Descriptor	Requirement
M	Folders A B C and D are on the desktop and table-top in clear view	Folders A B C and D are used on the desktop and table-top in clear view - Folder should be labelled research, A; research, B; concept, C; design, and D. Link easy to find on the desktop and table-top	Yes/No
M	Brainstorming mentions/shows the style	One (1) kind of style must be mentioned in the word web	Yes/No
M	The concept is the Competitors own design	At least three (3) elements should be shown and related to concept	Yes/No
M	Prop/s is/are based on the design concept	At least two (2) elements are the same as the design proposal	Yes/No
M	Meets the deadline for criteria A to H on C4	The complete instore display is finished in time, as Competition ends	Yes/No

Criteria A – Research, brainstorming, and inspiration

Aspect	WSOS section as per TD	Descriptor	Requirement
M	A	Brainstorming shows consideration of a range of idea possibilities	
M	A	Inspiration images show consideration of a range of possibilities	
M	A	Inspiration images show trend(s)	

Criteria B – Storyboard (concept) and design rationale

Aspect	WSOS section as per TD	Descriptor	Requirement
M	B	All chosen images convey the of concept	
M	B	Concept is developed based on research and inspiration	
M	B	Design rationale is recorded	

Criteria C – Sketch process and design drawing

Aspect	WSOS section as per TD	Descriptor	Requirement
M	B	Sketches show design process	
M	B	Sketch process is based on research	
M	B	The proportion of the props is to scale in the design drawing	

Criteria E - Health and safety, work and workspace organization

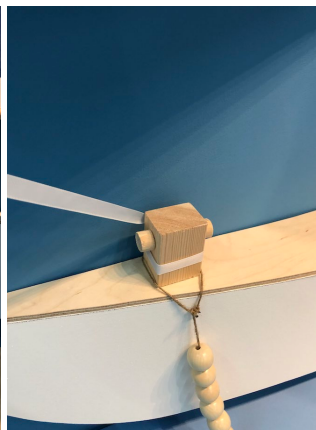
Aspect	WSOS section as per TD	Descriptor	Requirement
M	E	Met deadline (all items on clear view on the workbench) for criteria A and B on C1	
M	E	Met deadline (all items on clear view on the workbench) for criteria C before lunch at C2	
M	E	Met deadline for entirely complete installation as shown in the design drawing at C4	

Criteria F – Speed Challenge

Aspect	WSOS section as per TD	Descriptor	Requirement
M	F	Material used in sustainable way	
M	F	Task finished in 15 minutes time frame	

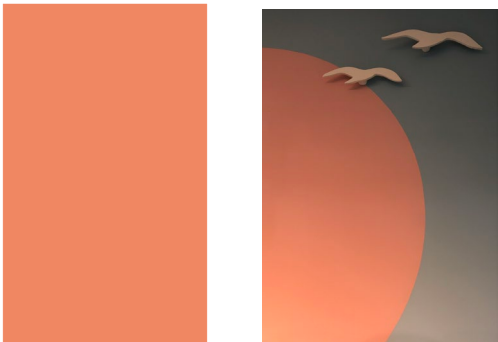
Criteria G - Design Props and implementation

Aspect	WSOS section as per TD	Descriptor	Requirement
M	G	Props in the display are the same scale as in the design drawing	
M	G	There is clear visual flow between the props	

Aspect	WSOS section as per TD	Descriptor	Requirement
M	G	Props in the display are the same scale as in the design drawing    	
M	G	The specified mixed colour is used in the installation  (Pink is the specified mixed colour)	

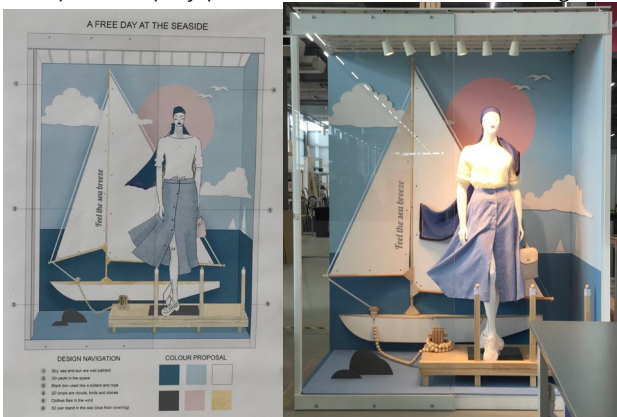
Aspect	WSOS section as per TD	Descriptor	Requirement
M	G	All small secret prop material is used  (Cork stoppers and wooden beads are both small secret prop material.)	
M	G	1 big secret prop material(s) is/are used  (the Mannequin and wooden ladders are the big secret prop material(s))	

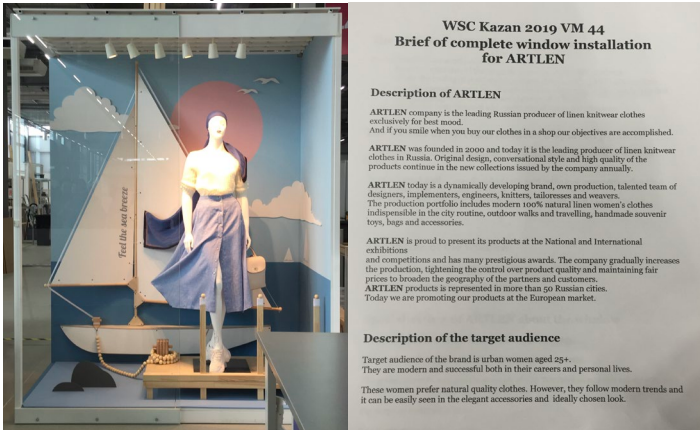
Criteria H – Product presentation, composition and styling

Aspect	WSOS section as per TD	Descriptor	Requirement
M	H	Specified mixed colour is the same as the sample 	
M	H	Is the product hero in the display	
M	H	Text in installation is correctly placed: straight, angle 	

Aspect	WSOS section as per TD	Descriptor	Requirement
M	H	Product is prepped well and handled with care 	
M	H	Product is the hero in the given space	

Criteria K – Appeal and customer satisfaction

Aspect	WSOS section as per TD	Descriptor	Requirement
M	K	Complete display presentation looks like the design drawing; there are no surprises for the client. 	
M	K	Lighting focusses on the products 	

Aspect	WSOS section as per TD	Descriptor	Requirement
M	I	The brand is clearly communicated  WSC Kazan 2019 VM 44 Brief of complete window installation for ARTLEN Description of ARTLEN ARTLEN company is the leading Russian producer of linen knitwear clothes exclusively for best mood. And if you smile when you buy our clothes in a shop our objectives are accomplished. ARTLEN was founded in 2000 and today it is the leading producer of linen knitwear clothes in Russia. Original design, conversational style and high quality of the products continue in the new collections issued by the company annually. ARTLEN today is a dynamically developing brand, own production, talented team of designers, implementers, engineers, knitters, tailors and weavers. The production portfolio includes modern 100% natural linen women's clothes indispensable in the city routine, outdoor walks and travelling, handmade souvenir toys, bags and accessories. ARTLEN is proud to present its products at the National and International exhibitions and competitions and has many prestigious awards. The company gradually increases the production, tightening the control over product quality and maintaining fair prices to broaden the geography of the partners and customers. ARTLEN products is represented in more than 50 Russian cities. Today we are promoting our products at the European market. Description of the target audience Target audience of the brand is urban women aged 25+. They are modern and successful both in their careers and personal lives. These women prefer natural quality clothes. However, they follow modern trends and it can be easily seen in the elegant accessories and ideally chosen look.	
M	K	Complete installation has WOW factor 	

Judgement

Judgement is used to assess the quality of performance about which there may be small differences of view when applying the external benchmarks.

The Resources column in the table below may include all kinds/formats of resources such as a link to a YouTube video, a website link, an illustration, a photo, a reference to a book, and so on. It needs to be as detailed as possible to show the differentiation between 0, 1, 2, 3.

Judgement is used when the aspect being assessed cannot be measured numerically but can be evaluated through observation of quality, appearance, or process. Judgement must be based on clear, pre-defined descriptors that describe observable levels of performance and remove ambiguity and personal bias.

- The result is qualitative but guided by specific descriptors (e.g. 0–3 scale) that define what each score represents.
- Example: The finish of a painted surface is evaluated using very clear descriptors for what 0,1,2,3 look like.

Generic rules:

The assessment group comprises three Experts plus one Expert who acts as the supervisor. The supervising Expert will replace an Expert in the marking group to prevent compatriot marking.

The difference of the three Experts' scores may not exceed 1. If this is the situation the Experts must re-score until there is a maximum difference of 1. As long as the three Experts judge within 1, the result can be entered into the CIS.

The total marks allocated to judgement marking may vary from competition to competition depending on the Test Project.

Not all marking criteria requires an example. For examples of judgement see below:

Criteria A – Research, brainstorm, and inspiration

Aspect: Research of overall material

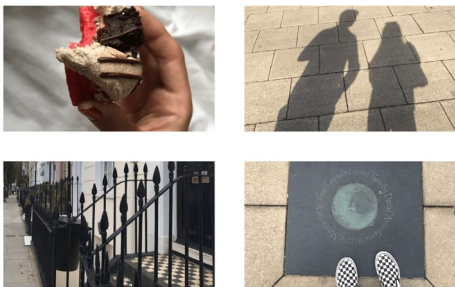
WSOS	Score	Descriptor	Resource
A	0	Lack of research or limited research	
	1	Research is poor	
	2	Research is competent	
	3	Research is comprehensive	

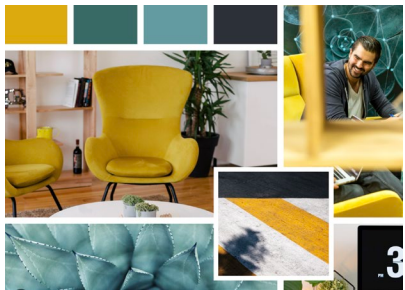
Aspect: Inspiration images are based on the given concept in the clients brief

WSOS	Score	Descriptor	Resource
A	0	Inspiration research is incoherent not based on the concept/brief	
	1	Inspiration research is minimal based on the concept/brief	
	2	Inspiration research is appropriate based on concept/brief	
	3	Inspiration research is coherent and focussed on concept/brief	

Criteria B – Concept Board (mood board) and design rationale

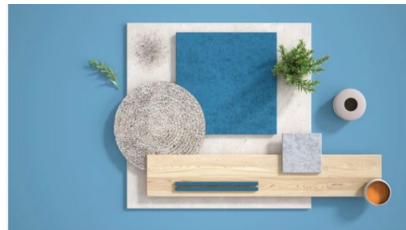
Aspect: Concept board is executed to a professional standard

WSOS	Score	Descriptor	Resource
C	0	Not professionally executed, not suitable to present to a client No appeal Concept board layout is poor with some images obstructed by others.	 In this case, just put images together, so it is difficult for client to understand what the concept is
	1	Execution is basic but not suitable to present to a client Limited appeal Concept board layout is clear and shows colours to be used	 In this case repeatedly uses several design elements, but fails to reflect a unified style and target audience.

WSOS	Score	Descriptor	Resource
	2	Execution is basic and suitable to present to a client Adequate appeal Concept board is clear and shows colours and the target market	
	3	Professionally executed, perfect to present to a client Strong Appeal	 There are many excellent examples online, A Concept Board (mood board) is a tool used by designers to help them get a good idea of what their clients are looking for. It contains material, colour, inspiration, target audience and theme. The design has to be professional but exactly HOW it is made - that is up to you.

Aspect: Concept shows the written story

Shows the story in images of in setting, mood, style, colour and material

WSOS	Score	Descriptor	Resource
B	0	Lacks the story of the concept board	
	1	Limited story in the concept board	
	2	Clear story in concept board	

WSOS	Score	Descriptor	Resource
	3	Exceptional story in the concept board	 STORY BOARD CONCEPT Inspired by "Scent Voyage", Cocodor's fragrance drifts on the wind, filled with natural freshness and relaxation, embarking on a journey of ocean exploration. STORYTELLING As you set sail for the azure sea, embarking on a new journey, the fragrance of Cocodor drifts gently on the sea breeze, permeating every corner of the world. Each scent is like a memory from your journey, leaving a beautiful and unforgettable impression. CUSTOMER JOURNEY ATTACH  I was immediately drawn to that sailboat. ENGAGE  Stop and take a look at the overall space. EXPLORE  Arrive at the product display area on the feature wall. CONNECT  The display area on the wall echoes the program. PURCHASE  Products on the table. DESIGN RATIONALE With "Scent Voyage" as its core concept, this design blends Cocodor's perfumery expertise with a nautical experience, transforming fragrance into a journey of ocean exploration. Inspired by a sailboat carried by the sea breeze, the scent drifts toward the azure horizon, evoking memories of freedom, healing, and discovery. Through marine-inspired elements and fluid forms, the design expresses the connection between humanity and nature, allowing each fragrance to become a sensory voyage that brings the beauty and emotions of the ocean to life.

Criteria C - Sketch process and design drawing

Aspect – Sketches show design process

Have the drawings been well thought out and considered? Are these images clear and suitable for an initial client consultation?

WSOS	Score	Descriptor	Resource
Judgement	0	Design drawing is unclear regarding prop design/ideas. Simple non-expressive sketches that do not reflect the design brief.	See the link below for marking examples, although this is for another skill, the requirements for Visual Merchandising are the same...
	1	Design drawing is somewhat clear regarding prop design/ideas. Basic sketches, with some interesting aspects and some imagination. Elements of the mood boards visible in the sketches	https://www.loom.com/share/1d0aaa934f354d6184452a6ad8384ed0
	2	Design drawing is mostly clear regarding prop design/ideas. A reasonable level of originality and creativity, reflecting the design brief. Creative theme and client needs are visible in the sketches	
	3	Design is perfectly clear regarding prop design/ideas. Highly original, creative sketches that exceed the design brief. Creative theme and client's needs are immediately identifiable in the sketches.	

Aspect – Complete instore display design in the design drawing is clear for the client

WSOS	Score	Descriptor	Resource
Judgement	0	Instore display design is unclear The 2D drawings have not been translated into 3D drawings	
	1	Instore display design is vague Basic interpretation of the 2D sketches into 3D drawings either using software or by hand	

WSOS	Score	Descriptor	Resource
	2	Instore display design can be understood The sketches, either using software or by hand, have been translated into 3D drawings and are clear to understand	
	3	Instore display design is completely clear Excellent translation of 2D into 3D with fully rendered images either using software or by hand	 See the link for a rendered 3D shop interior... https://sketchup.cgtips.org/5965-free-sketchup-fashion-shop-interior-model-download-by-hanh/#google_vignette

Criteria E - Health and safety, work and workspace organization

Aspect: C2 Efficient use of prop and basic material

WSOS	Score	Descriptor	Resource
D	0	Little or no efficiency evident in material use	
	1	Some efficiency evident in material use	
	2	Mostly efficient material use	
	3	Efficient use	

Aspect: C2/C3/C4 Workable clean workspace

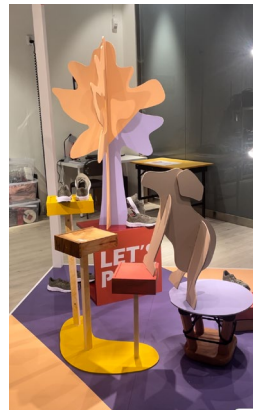
WSOS	Score	Descriptor	Resource
D	0	Workspace is not clean, paint spills, left material and dirt on the floor Four (4) or more unclean elements	
	1	Mostly clean workspace with two (2) small unclean elements	

WSOS	Score	Descriptor	Resource
	2	Mostly clean workspace with one (1) small unclean element	
	3	Perfectly clean workspace	

Criteria G – Design, props and implementation

Aspect: Props are presented to a professional standard of execution in the given space

WSOS	Score	Descriptor	Resource
Judgement	0	Props are very poorly made Badly cut edges, paint smudges and would not be used in an instore display Poor level of prop making for the time given to make Props are badly cut, for example the edges are not neat and are uneven.	
	1	Props are passable With a small number of badly cut edges, paint smudges Acceptable level of prop making for the time given to make The props are not professional, but an attempt has been made to produce a prop that is completed to a standard acceptable for a prototype, but not the finished prop, and would not be for use in a professional store window or instore display.	

WSOS	Score	Descriptor	Resource
	2	Props are well made and could be used Good level of prop making for the time given to make Straightforward well finished props that would be acceptable in a window or instore display. Edges are neatly cut; prop is simple but very well finished.	
	3	Props are excellently made and could be seen in an instore display Exceptional level for the time given to make For example, a very well designed and resolved prop, with a high degree of professional, and craftsmanship, and finish. This prop would be seen in a window or instore display.	

Aspect: Use of small secret prop material is inventive/original

WSOS	Score	Descriptor	Resource
G	0	Use of surprise material is not creative	
	1	Use of surprise material is somewhat creative	

WSOS	Score	Descriptor	Resource
	2	Use of surprise material is competent and creative	
	3	Use of surprise material is inventive/original/surprising	

Aspect: Level of skill in technique and material use in applying vinyl text and or shapes, no bubbles, no creases

WSOS	Score	Descriptor	Resource
G	0	Poor level	
	1	Adequate level	

WSOS	Score	Descriptor	Resource
	2	Good level	
	3	Exceptional level	

Criteria H - Product presentation, composition and styling

Aspect: Way of presenting the product favours/promotes the product in the overall display

WSOS	Score	Descriptor	Resource
G	0	Presenting/grouping of products is unclear The products are not easy to identify Most of the products are hidden behind props or other products when viewed from the front of the display as per a customer	
	1	Presenting/grouping of products is clear on just the wall or table Some of the products are identifiable when viewed from the front of the display as per a customer	
	2	Presenting/grouping of products is clear on both the wall and table Most of the products are identifiable when viewed from the front of the display as per a customer	
	3	Presenting/grouping is very clear and favour the products All the products are identifiable when viewed from the front of the display as per a customer	

Criteria I - Wall Display

Aspect: Composition (product, prop and text) is in perfect balance in the wall display

WSOS	Score	Descriptor	Resource
H	0	Presenting/grouping is unclear with products hard to identify	
	1	Presenting/grouping is somewhat clear on the wall with some items hidden	
	2	Presenting/grouping is clear on both the wall with all products seen	
	3	Presenting/grouping is clear and favour the product perfectly - very good product handling	

Criteria J - Installing, display and finished in-store table display

Aspect: Styling of props and product presentation in the table display is based on the concept - Combination of props, product, material, style and colour communicates the written story

WSOS	Score	Descriptor	Resource
I	0	The story is not clear in the styling	
	1	There is 1 element from the story in styling	
	2	There are 2 elements from the story in styling	
	3	The styling is perfectly based on the story	

Criteria K – Appeal and customer satisfaction

Aspect: The overall display has visual appeal (both the wall display and the in-store display)

WSOS	Score	Descriptor	Resource
I	0	The overall display has not got visual appeal	
	1	The overall display has some visual appeal	
	2	The overall display has mostly visual appeal	
	3	The overall display has perfect visual appeal	