



Skill India
कौशल भारत - कुशल भारत



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National
Skill Development
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Transforming the skill landscape



India **skills**

Test project

Visual Merchandising

Category: Creative Arts and Fashion

Skill Explained

The Visual Merchandiser is instrumental in creating displays of products in order to maximize sales. The display should engage and motivate the customer to make a purchase. The Visual Merchandiser creates a design space. The technical skills involved include conceptualising the design with reference to the theme given and artful display of the given products, by producing research and illustration boards and constructing props with the given materials and tools.

The practitioner should understand the needs of both client and customer and interpret the theme to maximum effect.

Eligibility Criteria- Competitors born on or after 01 Jan 1997 are only eligible to attend the Competition

Duration of Test project-10 hours

Preface

Section A-Test Project

Section B-Marking Scheme

Section C-Infrastructure List (Tool and equipment including raw material)

Section D- Instruction for Competitors

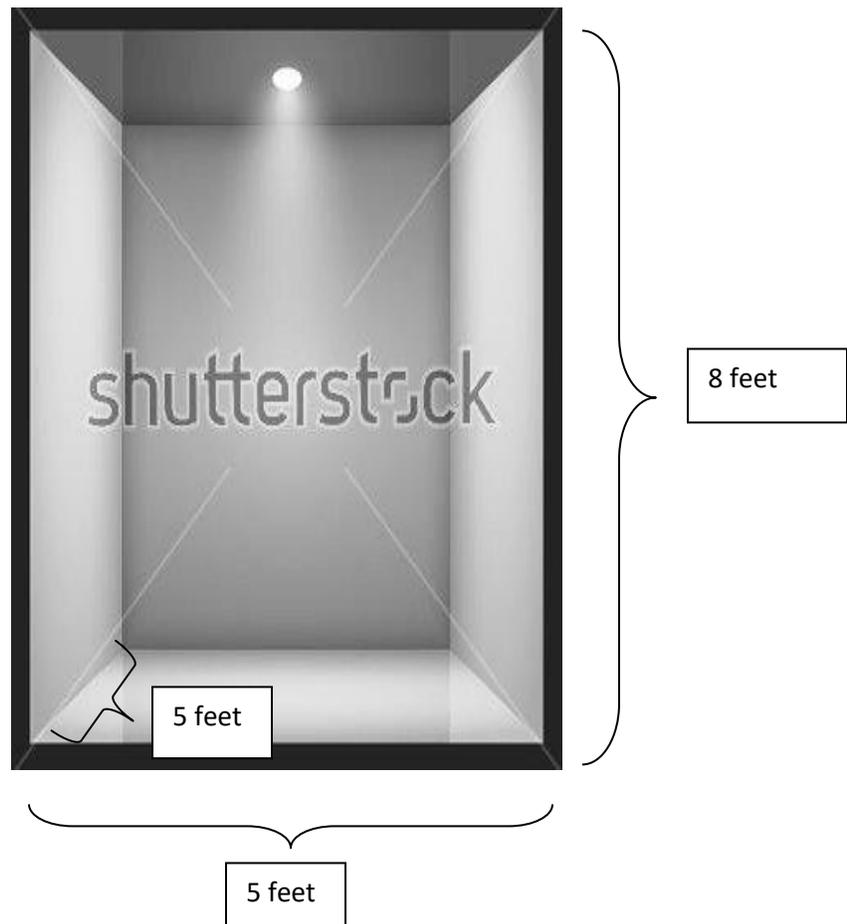
Section E- Health, Safety and Environment

Section A

This Test Project will evaluate the Competitor while carrying out the following tasks: Expertise in Adobe Photoshop or Adobe Illustrator. Skill in painting on sunboard and creating small scale prop using sun board

1. The Internet Research to be saved in a folder on the desktop as Images with URL links
2. The competitor will produce MOOD BOARD using above images and relevant keywords.
The A4 Size board to be prepared using Photoshop /Illustrator only. The Board to be saved on desktop with all layers.
3. The Window Sketch to be created using Adobe Photoshop and Illustrator only. The display to be conceptualized for a window with dimensions of 8 feet X 5 feet X 5 feet using one mannequin (female) styled with given merchandise *(appendix 1)
4. A short note not exceeding 250 words in MS word containing a brief description of the theme interpretation.
5. The given motif to be replicated on sunboard using acrylic colours **(appendix 2)
6. A cube dimensions (6" X 6") to be prepared using sunboard and fevibond
7. Cube to be painted with three stripes of 2" each.

WINDOW DIMENSION



DAY 1

1. INTERNET RESEARCH WITH MOOD BOARD, WINDOW SKETCH AND NOTE – MAXIMUM TIME – 3 HOURS

THEME -

BACK TO SCHOOL
OR CARNIVAL CIRCUS

2. REPLICATING MOTIF ON SUNBOARD OF DIMENSION 2 FEET X 2 FEET – 2 HOURS(MOTIF ATTACHED)

DAY 2

3. CONSTRUCTION OF CUBOID AND IMPLEMENTATION OF STRIPES/PATTERN IN GIVEN COLOUR – MAXIMUM TIME – 4 HOURS
4. PRESENTATION – 15 minutes
MERCHANDISE – IMAGES ATTACHED

Note: No downloaded boards allowed. Neatness of construction (of Cube) essential

Section B

Marking Scheme: The Assessment is done by awarding points by adopting two methods, Measurement and Judgments

- Measurement –One which is measurable
- Judgments-Based on Industry expectations

Aspects are criteria's which are judged for assessment

Measurement is used to assess accuracy, precision, and other performance which can be measured in unambiguous way. Mark is awarded in full for a dimension within tolerance and zero when it is out of tolerance.

Judgment is used to assess the quality of performance, about which there may be small differences of opinion

Marking Form

Criteria 1

RESEARCH DESIGN AND PRESENTATION – TOTAL MARKS – 50

RESEARCH	Max. marks	01
General research images of window design inspiration and target audience	3	
URL links and Window sketches are done	2	
DESIGN		
Mood Board is complete	8	
Window Sketch is complete	7	
Mood Board shows the theme clearly	7	
Mood Board shows the target audience	3	
Mood board has keywords	3	
Mood board is original and professional in execution	3	
Mood Board is aesthetically pleasing	3	
Window visual is original and professional in execution	5	
Window visual is aesthetically pleasing	3	
Write up is clear	3	
TOTAL MARKS	50	

Criteria 2
PREPARATION OF PAINTING AND PROP– Total Marks 40

PREPARATION OF PAINTING	Max. marks	01
Covering /painting on board is the same as given	03	
Colour mixing is proper	05	
The colour application is neat and clean	02	
Prop Making		
Prop is neatly finished	10	
Tools are handled professionally	08	
Cleanliness of workspace	02	
TOTAL MARKS	40	

Criteria 3
PRESENTATION – Total Marks 10

PRESENTATION	Max. marks	01
Engaging verbal presentation	01	
Clear verbal delivery	01	
Eye contact is maintained	01	
Professional manner	01	
Explanation is brief and to the point (2-3.5 minutes)	03	
Concept is clearly explained	03	
TOTAL MARKS	10	

Section C

Infrastructure List

Tools & Equipment positioned by Organizers

- Computer with Internet connection and Adobe Photoshop and Adobe Illustrator installed
-1 each for every candidate
- Printer with A4 and A3 colour prints – one printer in the test centre
- Sunboard – 3 feet X 3 feet of 6 mm thickness - 1 each for every candidate
- Cutter - 1 each for every candidate
- Fevibond - 1 each for every candidate
- Rope – white – 1 meter
- Hangers x 1-2 for each
- Clips x 5 each candidate
- Acrylic colours – Primary colours, Black & white (crimson red, ultramarine blue and lemon yellow), Gold – 1 set each for every candidate
- Flat brushes ½ inch – 2 each for every candidate
- Flat brushes 1 inch -1 each for every candidate
- Round brush No 1 - 1 each for every candidate
- Palette - 1 each for every candidate
- Work table - 1 each for every candidate
- chair– one for each candidate
- foot scale - 1 each for every candidate
- pencil -1 each for every candidate
- eraser -1 each for every candidate
- ball point pen -1 each for every candidate

Section D

Basic Instructions:

- No Competitor is allowed to bring any kind of equipment on site. If any of these are found they will be taken away prior to and for the duration of the competition
- Competitors must use **only** the materials supplied.
- Competitors must hand in all materials left over at the end of each module.
- Safety regulations must be followed at all times.

Section E

1. All accredited participants, and supporting volunteers will abide by rules and regulations with regards to Health, Safety, and Environment of the Competition venue.

2. All participants, technicians and supporting staff will wear the required protective Personnel clothing (especially sports shoes and no flowy garments)

3. All participants will assume liability for all risks of injury and damage to property, loss of property, which might be associated with or result from participation in the event. The organizers will not be liable for any damage, however in case of Injury the competitor will immediately inform the immediate organizer for medical attention.

4. Long hair should be properly tied up. No use of danglers or hanging chains in the neck.





MERCHANDISE FOR CARNIVAL – CIRCUS THEME



**Appendix 2 – Motif for replication



***Appendix 3 – Chevron line pattern to be implemented on Cube all four sides

