

	External Assessment Specifications Document			
Curriculum Code	Qualification Title	NQF Level	Logo	
343203000	Occupational Certificate: Visual Merchandiser	3		
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1 ASSESSMENT STRATEGY

1.1 Assessment Model

An external integrated summative assessment, conducted through the relevant QCTO Assessment Quality Partner is required for the issuing of this qualification. The external integrated summative assessment will focus on the exit level outcomes and associated assessment criteria. The external assessment will consist of a combination of a written assessment (paper or on-line) and the assessment of evidence produced during the workplace experience. The evidence produced during the workplace experience will be assessed at an approved assessment site. The written summative assessment will be conducted by registered assessors over a period of four (4) hours at an approved assessment site.

1.2 Qualification Purpose

The purpose of this qualification is to prepare a learner to operate as a Visual Merchandiser

A Visual Merchandiser plans, develops and displays merchandise visually in order to create and maintain an interest of the target market and promote sales.

A qualified learner will be able to:

- Develop and implement visual merchandising plans.
- Merchandise stock visually.
- Maintain and evaluate visual merchandising displays

1.3 Assessment Standards

1.3.1 Assessment Standards for the Qualification

Integrated Assessment Focus Area 1

Develop visual merchandising plan/action plan (30%)

Associated Assessment Criteria

- Various principles of visual merchandising to be adhered to when developing visual merchandising plans are explained with examples that are appropriate to the given summative assessment scenario.
- Visual merchandising action plans developed by the learner is in line with the promotional strategy given in the assessment scenario.
- Given visual merchandising plans are adapted to the given scenario requirements.
- Fixtures and display carriers chosen are appropriate for the given scenario and the impact it has on enhancing visual merchandising is explained.

Integrated Assessment Focus Area 2

Set up and dismantle visual merchandising displays (40%)

Associated Assessment Criteria

- Display area is prepared according to organisational requirements
- Stock is gathered according to the visual merchandising display plan
- Props, fixtures and display carriers used are appropriate for the merchandise to be displayed

- Ticketing and signage used is appropriate to the display and the merchandise
- Display equipment from set up to dismantling is handled in a safe manner that minimises damage and maintains safety of him/her, staff as well as customers.

Integrated Assessment Focus Area 3

Maintain and evaluate visual merchandising displays. (30%)

Associated Assessment Criteria

- The importance of maintaining visual merchandising displays is explained in a manner that highlights principles to be adhered to when maintaining displays(such as replenishing stock to the display, what should be done to the display if stock is not available to ensure it still meets visual merchandising plan requirements
- Principles of visual merchandising are evaluated as per the display done
- The impact of the display is evaluated taking into consideration its impact in growth of sales
- Where visual merchandising display did not have the desired impact, solutions and recommendations given are appropriate and practical without compromising visual merchandising principles.

1.3.2 Assessment Standards for Phases

No Phase Tests applicable

1.3.3 Assessment Standards for Part Qualifications

No Part Qualifications applicable

2 ASSIGNMENTS TO BE EVALUATED EXTERNALLY

Evidence produced through the completion of all work experiences must be submitted for external assessment. The following is applicable for Visual Merchandiser completing the full qualification. This includes evidence generated from:

- Processes and procedures for setting up visual merchandising displays
- Processes and procedures for maintaining and evaluating visual merchandising displays.

This evidence will be measured against only the following Associated Assessment Criteria listed below under each Integrated Assessment Focus Area.

Integrated Assessment Focus Area 2:

Set up and dismantle visual merchandising displays.

Associated Assessment Criteria:

- Display area is prepared according to organisational requirements
- Stock is gathered according to the visual merchandising display plan
- Ticketing and signage used is appropriate to the display and the merchandise
- Display equipment from set up to dismantling is handled in a safe manner that minimises damage and maintains safety of him/her, staff as well as customers

Integrated Assessment Focus Area 3:

- Maintain and evaluate visual merchandising displays.

Associated Assessment Criteria:

- Principles of visual merchandising are evaluated as per the display done.
- The impact of the display is evaluated taking into consideration its impact in growth of sales.

3 CRITICAL ASPECTS OF THE INTERNAL ASSESSMENTS TO BE ASSESSED EXTERNALLY

- The evidence produced during the Workplace Experience must be submitted together with the Logbook for assessment by an AQP registered assessor as part of the external summative assessment.

4 CRITERIA FOR THE REGISTRATION OF ASSESSORS

- Qualified assessor
- A Visual merchandiser with at least 3 years experience in visual merchandising

5 FOUNDATIONAL LEARNING

6 ELIGIBILITY REQUIREMENTS FOR THE EXTERNAL ASSESSMENT

In order to qualify for the external summative assessment learners must have a copy of a completed and signed Statement of Work Experience as well as proof of successful completion of the following subjects and modules or alternative programmes where applicable.

6.1 Qualification

Proof of Knowledge Modules				OR	Proof of Alternative Programmes			
Number	Title	NQF Level	Credits		Number	Title	NQF Level	Credits
343203000-KM-01	Concepts and Principles of developing visual merchandising plans	3	4					
343203000-KM-02	Concept an principles of implementing visual merchandising plans/action plans	3	3					
343203000-KM-03	Concepts and Principles of maintaining and evaluating visual merchandising displays	3	2					

Proof of Practical Skill Modules				OR	Proof of Alternative Programmes			
Number	Title	NQF Level	Credits		Number	Title	NQF Level	Credits
343203000-PM-01	Develop and prepare an action plan for	3	2					

	the implementation of visual merchandising plans/displays/windows.							
343203000-PM-02	Dress the display/window	3	2					
343203000-PM-03	Maintain and evaluate visual merchandising displays.	3	2					

And

Statement of Work experience

6.2 Phase 1

No Phase Tests applicable

6.3 Part Qualification