

**SKILLS FRAMEWORK FOR RETAIL  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Product Management					
<b>TSC</b>	Product Styling					
<b>TSC Description</b>	Develop plan layouts, including sketches and drawings, in line with brand guidelines to illustrate product styles					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
	<b>RET-PMN-1005-1.1</b>	<b>RET-PMN-2005-1.1</b>	<b>RET-PMN-3005-1.1</b>	<b>RET-PMN-4005-1.1</b>		
	Install products, finishes and accessories in accordance to pre-determined guidelines	Monitor installation of products, finishes and accessories to ensure the essence of the image or style is maintained	Prepare sketches and drawings to illustrate desired product styles and ensure products are displayed in accordance to store and product plans	Develop product styles, taking into account artistic relevance and brand guidelines and select, cost and specify materials necessary to complete projects		
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Organisational guidelines for store and product styling</li> <li>Elements of style that will fit store displays</li> </ul>	<ul style="list-style-type: none"> <li>Organisational guidelines for store and product styling</li> <li>Principles of design</li> <li>Elements of style that will fit store displays</li> <li>Principles of grouping mannequins and props together for effective styling</li> </ul>	<ul style="list-style-type: none"> <li>Brand value proposition</li> <li>Customer demographics</li> <li>Organisational guidelines for store and product styling</li> <li>Principles of design</li> <li>Elements of style that will fit store displays</li> <li>Criteria for applying colour schemes</li> <li>Types of mannequins and props used for display in store</li> <li>Principles of grouping mannequins and props together for effective styling</li> </ul>	<ul style="list-style-type: none"> <li>Brand value proposition</li> <li>Customer demographics</li> <li>Types of product styling</li> <li>Elements of style for brand and/or store</li> <li>Organisational guidelines for product styling</li> <li>Principles of design</li> <li>Elements of style that will fit store displays</li> <li>Principles of grouping mannequins and props together for effective styling</li> <li>Considerations in the selection of mannequins and props for styling</li> </ul>		
<b>Abilities</b>	<ul style="list-style-type: none"> <li>Follow pre-determined guidelines to install products, finishes and accessories</li> <li>Ensure adherence of guidelines</li> </ul>	<ul style="list-style-type: none"> <li>Follow sketches and drawings to portray desired product styles</li> <li>Ensure products, finishes and accessories are installed according to layout plans</li> </ul>	<ul style="list-style-type: none"> <li>Identify and select types of product styling</li> <li>Identify elements of style for store and product displays</li> <li>Apply colour theory considerations to product styling</li> <li>Prepare sketches and drawings to illustrate desired product styles</li> <li>Prepare for styling assignment</li> <li>Oversee installation of products and ensure products are displayed in accordance to product</li> </ul>	<ul style="list-style-type: none"> <li>Determine types of product styling</li> <li>Define elements of style for products</li> <li>Align product styles with brand value proposition</li> <li>Develop product styling layouts</li> <li>Prepare detailed budget</li> <li>Select, cost and specify materials necessary to complete projects</li> </ul>		

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			plans <ul style="list-style-type: none"> <li>• Calculate cost required to install products</li> </ul>			
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