

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

TSC Category	Visual Display and Space Optimisation					
TSC	Visual Design and Communication Principles					
TSC Description	Establish appropriate visual design and communication principles and techniques, taking into account organisational needs, target market and customer perceptions					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		RET-VDS-2004-1.1	RET-VDS-3004-1.1	RET-VDS-4004-1.1	RET-VDS-5004-1.1	
		Research and compare techniques and tools for visual design and communication used for artwork creation and use appropriate visual design and communication techniques that fulfil the creative, technical and production requirements of the brief.	Organise research media and findings throughout design development processes and identify factors which may determine and affect visual designs and communication concepts and application through the interpretation of the brief	Review visual design and communication principles to assess creative solutions to design briefs and clarify with target users and/or audience to determine the formats and delivery platforms of the multimedia products	Establish and communicate visual design and communication principles to employees, generate a range of visual design and communication ideas that respond to the brief and confirm additional requirements to the overall visual design and communication principles	
Knowledge		<ul style="list-style-type: none"> Visual design and communication principles Key considerations of applying merchandise presentation standards and visual display guidelines in actual situations 	<ul style="list-style-type: none"> Visual design and communication principles Key considerations of applying merchandise presentation standards and visual display guidelines in actual situations Competitors landscape in terms of visual design Importance of various legal regulations and policies 	<ul style="list-style-type: none"> Visual design and communication principles Trends of visual design Key considerations of applying merchandise presentation standards and visual display guidelines in actual situations Benefits of usage of various fixtures to support visual displays Importance of aligning displays with positioning that organisation wants to achieve Importance of various legal regulations and policies Importance of quantitative measurements Importance of stakeholders Key considerations of corrective actions 	<ul style="list-style-type: none"> Visual design and communication principles Trends of visual design Key considerations of applying merchandise presentation standards and visual display guidelines in actual situations Benefits of usage of various fixtures to support visual displays Importance of aligning displays with positioning that organisation wants to achieve Importance of various legal regulations and policies Importance of quantitative measurements Importance of stakeholders Key considerations of corrective actions 	
Abilities		<ul style="list-style-type: none"> Research and compare techniques and tools for visual design and communication Use the appropriate 	<ul style="list-style-type: none"> Organise research media and findings for use by all relevant personnel throughout the design development processes 	<ul style="list-style-type: none"> Identify store formats and store layouts adopted in organisation Describe space planning processes in accordance 	<ul style="list-style-type: none"> Establish merchandise presentation standards and visual display guidelines Generate a range of 	

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		<p>visual design and communication techniques that fulfil the creative, technical and production requirements of the brief</p>	<ul style="list-style-type: none"> Identify all relevant factors which may determine and affect visual design and communication concepts and application 	<p>with merchandise presentation standards and visual display guidelines</p> <ul style="list-style-type: none"> Adapt merchandise presentation standards and visual display guidelines in alignment with brand guidelines Develop store checklists for merchandise presentation standards and visual display guidelines Establish store policies to address deviation from merchandising presentation standards and visual display guidelines Use quantitative measurements to assess effectiveness of merchandise presentations and visual displays 	<p>visual design and communication ideas</p> <ul style="list-style-type: none"> Confirm and approve additional requirements or modifications in alignment to brand guidelines 	
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