

Script Finnish videos

4.2.3 Visual display merchandising

Vocational skills requirements

The student or candidate

- implements a presentation or campaign for their product group area
- monitors the shop image and maintains it
- produces customer information.

Assessment

The table shows a compilation of the targets and criteria of assessment for three competence levels. In vocational upper secondary education the targets of assessment also constitute the core contents of the module

Filming in 3 stages:

planning	implementation	assessment and development
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Target of assessment	Assessment criteria	location angle of view	voice (dialogue / back ground information)	subtitles
1. Mastering the work process	Excellent 3 (there is also Satisfactory 1, Good 2)			This video shows us how visual display is done in a department store.
Planning one's own work	plans and prepares their work on their own initiative and responsibly in accordance with the company's instructions	Prisma backroom	discussion with supervisor: Today our task is to put up three various endcaps. Today our task is to put up three various endcaps.	
	plans the division of daily working time between different tasks independently			
	performs their tasks			

	in the order of priority if necessary		The first endcap starts here right after the electric toothbrushes. You should put all the beauty care products on sale onto these shelves.	
Mastering work entity	works efficiently according to the company's quality objectives			
Assessment and development of their own work	assesses their work and its results and develops the way they work independently		<p>I think the kettles could be on the top because the package is the smallest. Then I would place the toaster and finally the coffee maker which is the biggest.</p> <p>...</p> <p>I was thinking the tv could be here above the endcap. Let's switch it on.</p>	
Assessment of the possibilities to work as an entrepreneur	assesses the strengths of their own working approach and work and the possibilities to work as an entrepreneur.			
2. Mastering the work method,				This video shows us the different stages of how to do to inform

equipment and material				customers according to the guidelines of the organization.
Use of the working equipment and tools	uses visual merchandising tools, communications tools and application software independently		student uses computer as making price-labels	
	works in a networked environment		student uses price-tagger	
	utilises the properties of the shop furniture and finds new uses for them		Student puts the shelves in different ways	
	applies advertising texts or information technology software when making price tags and posters		student uses computer as making price-labels	
	uses materials appropriately taking their re-use into consideration		price-tags can be used again, no campaign-information etc.	
	applies graphics material in presentations according to instructions.		student plans the job on paper with trainer	
3. Underpinning knowledge				This video shows us how to maintain and follow-up the tidiness in the store.
Implementing presentations or campaigns	presents delightful alternative entities from the product group		Now this endcap looks quite tidy. However, there are still	

			<p>some defects. Can you see them?</p> <p>* That empty space on the shelf looks bad.</p> <p>Now this endcap looks like it should be. Clear and attractive. And the samples are on the top.</p> <p>Now this endcap is clear and it sells the product well.</p>	
	uses the correct terms within their context		<p>So you are pricing the goods.</p> <p>*Yes, I am.</p>	
	searches independently for information from various sources about different target groups and utilises it		<p>In my opinion this product is so affordable now so that such a small price tag is not enough. Have you thought of putting here something else?</p>	
	applies visual merchandising presentation techniques independently and in		<p>* I was thinking of a bigger poster with the price on it in the</p>	

	a varied manner		form of a column.	
Monitoring and maintenance of the shop's image	independently monitors the shop's image in accordance with the company's quality objectives and make proposals for new approaches		Well, like this. Now the endcap is tidy but the placement of the price needs rethinking. If the customer comes from that direction, he/she sees nothing but the poster. The product should be placed so that the price can be seen behind the product.	
	gets products and the sales environment into good condition and maintains it		*Oh, yes. Puts price labels in right way...	
	applies text layout and the basic knowledge base of typography and the company's instructions		makes the price-tags and labels with the use of computer	
	perceives information for customers in relation to the entire presentation.		*Like this? makes sure he has understood right... Now this looks much	

			better.	
4. Key competences for lifelong learning				
Learning and problem solving	assesses their work independently and develops their way of working		<p>Now the shelf has been tidied up. There are still some defects. The space between the products is too wide.</p> <p>*This one?</p> <p>Yes. You could put two products next to each other to fill up the space.</p> <p>*Like this?</p> <p>Yes, like that. When there is always some extra space on the shelf, you can put two products of the same kind next to each other.</p> <p>*Right.</p> <p>And the price tags are all in their right places as they should be.</p>	
Interaction	discusses and		I asked you	

and cooperation	advises on the implementation of a presentation or campaign		<p>to take a look at this shelf. Do you think it is OK?</p> <p>*Well, it isn't OK. The labels and products are in the wrong place. The display looks untidy.</p> <p>Right. Now you can tidy up the shelf and put the price tags.</p> <p>*Yes, I will.</p>	
Vocational ethics	acts in accordance with the company's values and observes the given ethics instructions, agreements and regulations as well as timetables		<p>And then the tag</p> <p>..According to our policy, it should be placed here on the edge of the shelf where the products have been placed.</p>	
Health, security and ability to function	follows the instructions of the working community and takes the safety of members of the working community and the working environment into account in their work		<p>Student weights the shelves in right way, not to hurt his back</p>	
	communicates the dangers and risks they have noticed			
	uses safe and varying		student	

	working methods which do not cause an excessive workload while taking ergonomics into consideration.		shows, he knows how to weight up heavy things	
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Ways of demonstrating vocational skills

The student or candidate demonstrates their professional skill by working in a shop in visual merchandising. The shop's visual marketing is to be planned and instructions are provided for the implementation work. The presentation or campaign is implemented in a department on the shop's premises. It can be a presentation done on the wall or in display cases on the floor. The presentation is made on the basis of instructions. The work is carried out to an extent that makes it possible to establish that the vocational skills meet the requirements.

A skills demonstration is to comprise at least:

- mastering the work process, except for an assessment of the possibilities to work as an entrepreneur
- mastering the work method, equipment and material in their entirety
- underpinning knowledge: implementing presentations or campaigns
- key competences for lifelong learning, except for learning and solving problems.

If the vocational skill required in the module cannot be shown in a skills demonstration or a competence test, it is to be completed with such other assessment of competence as interviews, assignments and other methods.

(The full text from:

http://www.oph.fi/download/140411_vocational_qualification_in_business_and_administration_2009.pdf, page 51)