

World Skills UK Live Visual Merchandising

Passive Stage Design Brief 2019

Details

- Register to competition at WSUK
- Link: <https://www.worldskillsuk.org/champions/national-skills-competitions/find-a-competition>
- Competition partner – North Warwickshire & South Leicestershire College
- Contact: Pami Johal (pami.Johal@nwhc.ac.uk)
- Each college/ company cannot register/ enter more than 4 competitors
- **Please email submissions to julianne.lavery1@btinternet.com and**
- Pami.johal@nwhc.ac.uk
- using wetransfer.com if your file is too large to email.

Next stages

- If selected from the passive heat , competitors will be invited to partake in a practical heat
- Venue North Warwickshire & South Leicestershire College (Hinckley Campus)
- Date w/c 24.06.19

Brief

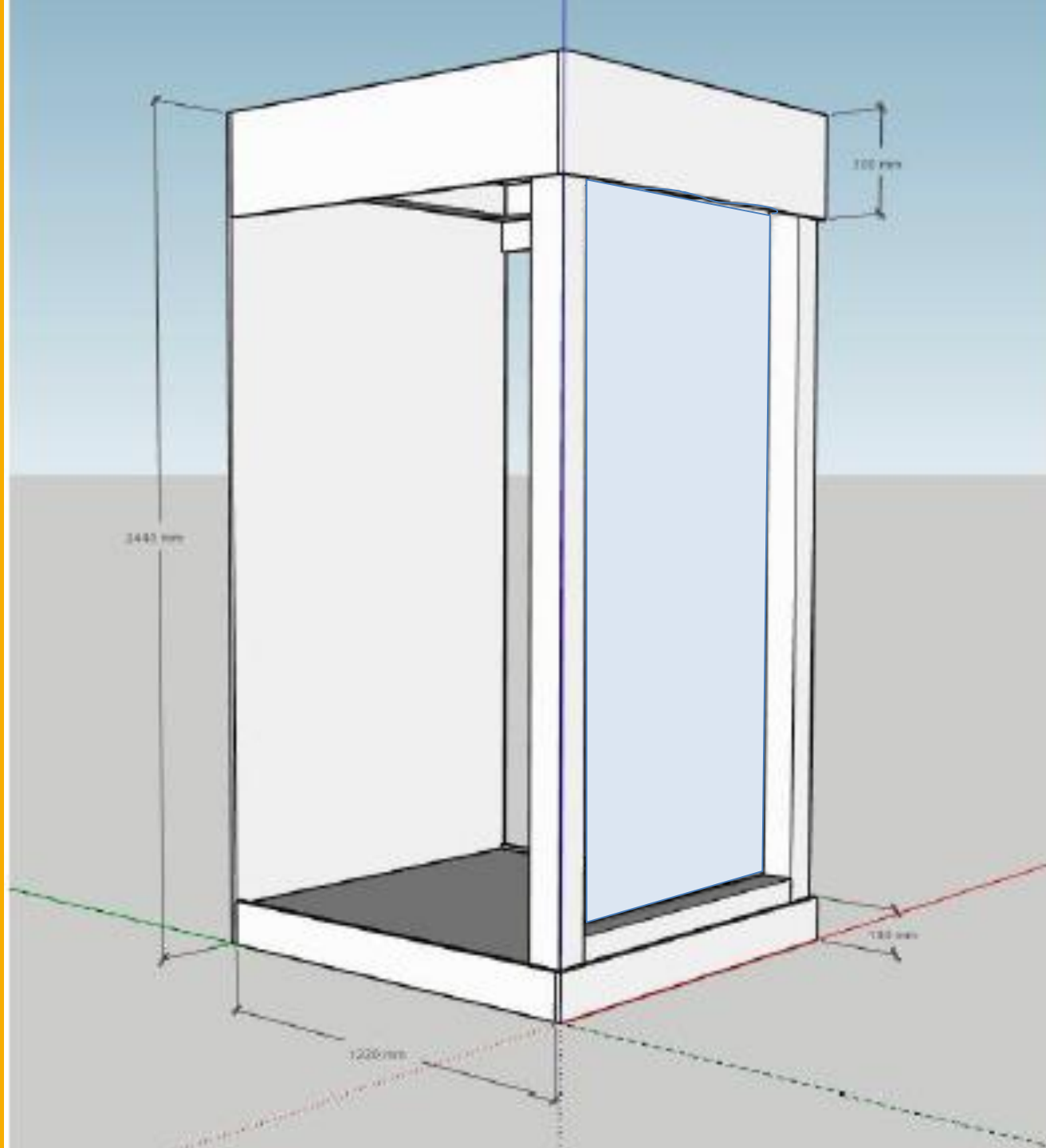
- **Theme:** ‘Mad Hatters tea party’
- **Season:** AW 2019
- **Customer:** young professionals
- **Mid market:** department store
- **Product:** please see images (dining)
- **Props and materials:** please see images
- **Tools:** basic tools: staple gun, glue gun, saw, drill, scissors, knives, measuring equipment, masking tape, fishing line.
- **Window:** open 3 sides, with back panel and front window, base panel, fascia, ceiling grid and spotlights.

instructions

- Candidates must design a window from the materials and product shown, using at least 3 of each (category/ type)
- Try and produce a balanced composition and use different plains of space
- The product should be the main focus and the materials used to make props to help support the theme and the product .
- Try and be innovative and realistic in your design (think about how will I make this?)

To design

- 1 Mood/design board with images (basic core words can be used) A3 format
- 1 Photoshop/ Illustrator visual of window A4 format
- 100 word rationale, explaining the design idea and display components and how the theme is interpreted to attract the customer.
- Doc with name, mobile no, email, date of birth, address, college/ work contact name no and email.
- **Save as PDF/PPT, no more than 20 mg**



'Mad Hatters tea party' black text (arial bold)
decal, cap letter 10 cm h.
Window usable space: 120cm w/d x 200 cm h

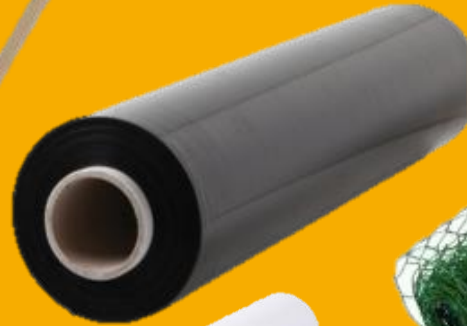


Suggested product, the actual product might change, it will however be similar (4 cups/ saucers, bowls, plates)



x3

Vinyl/ decal 60cm w x 5 mt of each



5mm foam board A2 x 3 each



x3



Paper 60 cm w x 15mt each



White tissue



Black wire 10mt



Fake grass panels 1m 50 Sq each



X 40 each



2 pack playing cards



Vinyl matt paint 1 lite of each colour