

Digital Masterclasses

Lesson Overview Template:

- The purpose of the template is to provide a uniformed approach to the supporting document that sits alongside each tech' skill masterclass
- Provide the viewers with a clear understanding of what the demonstration entails and the relevant 'takeaways' that are required to put this skill into practise.

Introduction to video: What is it you are demonstrating?

How to create a visual balanced display composition with lifestyle product utilising symmetrical and asymmetrical composition structure.

Purpose: Understanding of grouping and composition techniques in order to attract the customer, present the product professionally.

Benefits: What are the benefits to the viewers in learning this technique / skill?

It's fundamental to a career in Visual merchandising / retail display that product is presented to a professional standard to create both a dynamic aesthetic and balanced display. In turn this encourages the customer to buy and boosts profitability.

Excellence: How does this relate to WorldSkills standards of excellence – What would excellence look like using this skill / technique?

WSSS standards contain marking criteria pertaining to the implementation of the display and the styling and presentation of product. The main sub criteria's and highest marks that can be gained relate to creating visual balance.

Excellence can be measured when a display is visually balanced- all the elements work harmoniously together.

Equipment tools & materials: What do the viewers need to carry out this activity?

A surface space/ tabletop or display fixture and a range of lifestyle product.

PPE/Health & Safety: How do they carry this activity out safely?

Make sure that the product is safely accessible and stored, do not over reach and use clear lighting

Top Tips: Easy to digest tips and tricks for the viewers to digest

Tips

- Visual balance is achieved when all the elements of the display work harmoniously together
- Visual balance works to attract the customer to notice and engage with the product and ultimately encourage a sale.
- Visual balance can be achieved by competently harnessing a number of design principles, the first principle of which, is creating a structured product display composition
- The product should always 'be hero' - the main focus of a display

Tricks

- Product display is more impactful using multiple groupings
- Groupings of product needs to be spaced, so that they are not too crowded together, or placed too far apart. The space around the product should be proportionate
- Symmetrical composition is used to create formal balance in a classic display. The product is placed using a mirroring technique
- Asymmetrical composition is used to create informal balance in a contemporary display. The product can be placed creatively, but still needs to be balanced.