

1. Title	Master skills for designing window display for beauty products
2. Code	BEZZMS302A
3. Range	Master the skills for designing window display in general beauty shops and showrooms to effectively show/display beauty products to attract customers according to the image of the organization and customer orientation, so as to achieve selling purposes.
4. Level	3
5. Credit	6 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the functions of window display and various kinds of display design</p> <ul style="list-style-type: none"> <li>◆ Understand the functions of window display <ul style="list-style-type: none"> <li>• Attract people’s attention</li> <li>• Stimulate consuming desires</li> <li>• Give visual enjoyment to consumers</li> <li>• Demand for commodities</li> </ul> </li> <li>◆ Know about the skills for designing various kinds of display <ul style="list-style-type: none"> <li>• Match commodities with the themes of window display</li> <li>• Colour design</li> <li>• Illumination</li> <li>• Background decorations</li> </ul> </li> <li>◆ Know about various themes of window display <ul style="list-style-type: none"> <li>• Commercialized</li> <li>• Livelihood (seasonal, activities, etc.)</li> <li>• Personalized</li> </ul> </li> </ul> <p>6.2 Show/display beauty products</p> <ul style="list-style-type: none"> <li>◆ Master the entire process of designing window display for beauty products <ul style="list-style-type: none"> <li>• Conceive design</li> <li>• Draft design sketch (layout)</li> <li>• Collect materials/props</li> <li>• Design display racks for beauty products</li> </ul> </li> <li>◆ Effectively show/display beauty products to attract customers</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to understand thoroughly the functions of window display and the skills for designing window display, and master the image of the organization and customer orientation to effectively show/display beauty products, so as to achieve selling purposes.</p>
8. Remarks	