

Position graphic materials to support retail displays

Overview

This standard is about positioning graphic materials so that they support the purpose of retail displays and meet all relevant requirements.

This standard is for staff who have responsibilities for retail displays.

When you have completed this standard you will be able to demonstrate your understanding of and ability to:

- Position graphic materials to support retail displays

Performance criteria

You must be able to:

1. position graphic materials following all relevant procedures, which may include some or all of the following:
2. position graphic materials in ways that support retail displays' intended visual effects and messages following your workplace procedures
3. check that graphic materials are positioned safely and securely and in line with relevant legislation and your workplace requirements

Knowledge and understanding

You need to know and understand:

1. your workplace procedures on positioning graphic material and relevant legislation for using graphic materials
2. how to identify and interpret manufacturers' branding requirements
3. how to interpret the design brief
4. how to choose where to position graphic materials to support retail displays
5. how to check that graphic materials are safe and secure and the relevant legislation requirements
6. how graphic materials help to attract and inform retail customers
7. different ways to use graphic materials for different types of merchandise

PPL.C236

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Links to other NOS

PPL.C235 Order graphic materials to meet retail display requirements

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Relevant Occupations Retail and Commercial Enterprise, Retailing and Wholesaling, Sales and Customer Services Occupations, Sales Assistants and Retail Cashiers, Merchandiser

Suite Retail

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