<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Product Management</th>
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</thead>
<tbody>
<tr>
<td>TSC</td>
<td>Product Styling</td>
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</tbody>
</table>

**TSC Description**

Develop plan layouts, including sketches and drawings, in line with brand guidelines to illustrate product styles

<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
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<tbody>
<tr>
<td></td>
<td>RET-PMN-1005-1.1</td>
<td>RET-PMN-2005-1.1</td>
<td>RET-PMN-3005-1.1</td>
<td>RET-PMN-4005-1.1</td>
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<tr>
<td>Install products, finishes and accessories in accordance to pre-determined guidelines</td>
<td>Monitor installation of products, finishes and accessories to ensure the essence of the image or style is maintained</td>
<td>Prepare sketches and drawings to illustrate desired product styles and ensure products are displayed in accordance to store and product plans</td>
<td>Develop product styles, taking into account artistic relevance and brand guidelines and select, cost and specify materials necessary to complete projects</td>
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**Knowledge**

- Organisational guidelines for store and product styling
- Elements of style that will fit store displays
- Organisational guidelines for store and product styling
- Principles of design
- Elements of style that will fit store displays
- Principles of grouping mannequins and props together for effective styling
- Brand value proposition
- Customer demographics
- Organisational guidelines for store and product styling
- Principles of design
- Elements of style that will fit store displays
- Criteria for applying colour schemes
- Types of mannequins and props used for display in store
- Principles of grouping mannequins and props together for effective styling
- Brand value proposition
- Customer demographics
- Types of product styling
- Elements of style for brand and/or store
- Organisational guidelines for product styling
- Principles of design
- Elements of style that will fit store displays
- Principles of grouping mannequins and props together for effective styling
- Considerations in the selection of mannequins and props for styling

**Abilities**

- Follow pre-determined guidelines to install products, finishes and accessories
- Ensure adherence of guidelines
- Follow sketches and drawings to portray desired product styles
- Ensure products, finishes and accessories are installed according to layout plans
- Identify and select types of product styling
- Identify elements of style for store and product displays
- Apply colour theory considerations to product styling
- Prepare sketches and drawings to illustrate desired product styles
- Prepare for styling assignment
- Oversee installation of products and ensure products are displayed in accordance to product
- Determine types of product styling
- Define elements of style for products
- Align product styles with brand value proposition
- Develop product styling layouts
- Prepare detailed budget
- Select, cost and specify materials necessary to complete projects

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<table>
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<tr>
<th>plans</th>
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<tbody>
<tr>
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<td>• Calculate cost required to install products</td>
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