<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Visual Display and Space Optimisation</th>
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<tbody>
<tr>
<td>TSC</td>
<td>Retail Space Utilisation</td>
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<tr>
<td>TSC Description</td>
<td>Conceptualise and develop store and digital planograms which illustrate assortment of merchandise</td>
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<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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<td>RET-VDS-2002-1.1</td>
<td>RET-VDS-3002-1.1</td>
<td>RET-VDS-4002-1.1</td>
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<tr>
<td>Prepare documentation of drawings and material selections that are consistent with design intents and illustrate merchandise assortment with planograms</td>
<td>Conceptualise in-store perspective visuals, illustrate merchandise assortment with planograms, as well as evaluate layout and visuals for retail stores</td>
<td>Generate multiple ideas and concepts in a creative and diverse manner that meets design briefs and present concepts through sketches, concept boards and concept models</td>
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**Knowledge**

- Components of in-store design for retail outlet
- The required areas or sections in a shop as per organisation’s requirements
- Tools for visuals development
- Brand strategies
- Brand management guidelines
- Components of in-store design for retail outlet
- Brand positioning of store
- The required areas or sections in a shop as per organisation’s requirements
- Sources of information for in-store design inspiration
- Planogram for store layout design
- Tools for visuals development
- Space utilisation measures
- Planogram application

**Abilities**

- Illustrate merchandise assortment with planogram
- Prepare documentation of drawings and material selections
- Support development and building of a store
- Carry out work according to plan and within brief constraints
- Identify desired customer experience, key theme, mood and tone
- Identify format and layout of retail site
- Apply principles of design to store layout
- Develop and build a store as well as digital planograms in alignment to brand identity and guidelines
- Generate multiple ideas and concepts in a creative and diverse manner in alignment to merchandising strategies
- Present concept through sketches, concept boards and concept models and seek approval
- Leverage sources of information for in-store design input
- Design to store layout
- Use planogram and visual tools for store space utilisation
- Apply colour theory to store layout
- Apply layout concepts to retail shop as per organisation guidelines
- Identify factors to consider when selecting types of store fixtures and fittings
- Apply effective lighting to retail store