**Competition Brief**

**Competition Title**

Visual Merchandising

**Competition Overview**

A Visual Merchandiser designs and constructs retail displays and installations to sell products in stores.

## In this competition, competitors take part in a passive heat, where they have to submit a moodboard and a digitally drawn or sketched design of a retail installation display selling a specific product to a specific market.(see brief). The display must be designed to be able to be created at home and must include materials and props from a Tool Box that will be made available to competitors (Appendix 1).

Ten finalists will then be selected to take part in a live competition where they will create their installation design from home or in college.

**Entry Criteria**

This competition is for those training for a career in the Retail, Design and Visual Merchandising Industries and studying towards a Level 3 qualification.

Please ensure that your entrants have the skills and competences to complete the task.

**Entry capacity restrictions by organisation**

Maximum of up to 5 entries per organisation.

This is the maximum number of entries permitted by an organisation for this competition.

This is determined by ‘location’ and ‘organisation’. ‘Organisation’ refers to the competitors training provider/employer. ‘Location’ refers to a site where the competitor studies / is employed. For further guidance on these capacities, click [here](https://urlsand.esvalabs.com/?u=https%3A%2F%2Furl6.mailanyone.net%2Fv1%2F%3Fm%3D1kVD2e-0000e0-5m%26i%3D57e1b682%26c%3DqpdtjyWs13QQ_FezFOqNVC6Q06JqR7rWu6pMxcFsXL5kN73bZb9oUB7Lf0Q7uILYko8bUzoW1Rkz7MSAX2H8CFOr9Cqqb10iosLQnSdIM7KUmTUZNXt72OUslu4AeJGf-Obb_qOIejX1Jr7RHjpi9LyPo9-9WIVKkuOUcQQIzYXCZZVSxIrXIVtufZf8kK2ntJdns-am7oNM5klfnnZljs1WA1VcCaKfiaG_SuXgzZtmdSqfku3Qzownc2n_knQ_k6P7kgvHnIyM0jvSLLnyYBVrCCEJGdhjmZQMXKvjNt26GcUCiBLNdIFHsXrl8QSa&e=69acb1b3&h=be29d980&f=y&p=y)

**Competition Entry/Registration**

All students have to register online via the Skills Competition Wales website.

Registrations open on 23rd November and close on 14th December 2020 at 5pm.

**Brief**

Due to COVID, high street fashion retail stores have seen a down turn in footfall. With many young people going online to shop, the high street fashion stores want to take every opportunity to promote their seasonal products to their target customer. You have been asked by a store to create an instore retail display to showcase winter fashion accessories, with The Great Outdoors and Boho as a theme. Pricing must be clear.

**Store type**: High Street Fashion

**Product**: Winter fashion accessories - scarf, hat, gloves, wellies, gilet, etc (choose as many or as few to suit your design)

**Target customer:** 19-24 year olds

**Theme**: The Great Outdoors

**Style**: Boho

**Inspiration**

As your installation in going to be small and maybe completed at home, take inspiration from craft stall displays, pop up boutiques, you may want to use a piece of furniture you have at home in your design e.g. table, chair, stool, wooden pallet, clothes rail, ladder, mirror - ensure you include this in your design.

**Window References**

[https://br.pinterest.com/pin/376402481361177829/](https://urlsand.esvalabs.com/?u=https%3A%2F%2Furl6.mailanyone.net%2Fv1%2F%3Fm%3D1kVD2e-0000e0-5m%26i%3D57e1b682%26c%3DbeF9G45m7DAxV3CZhEwf3kimXOOtF2zLabKWE0xkRwwXOjiRjTUGgV33Yv3Xjnfa3I2jiWkkhNDUd1ZEBYORKNvbvS3Kx-N9ZLO0wqxzfjxpTm1jBQrDIxVymNP6_XphRg6OetOuELYjuMe5jg2vGICsr9CEkL8uSwnkdlvw6cq0umOTNBrvSZYuxMVdWOB1WgzbmI4awSLfmmNSRyiLn9L6mHE6XtpAwkD3v2QWdOKpyQFIRqkMzOYattwRbXCm&e=69acb1b3&h=57f6636a&f=y&p=y)

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**Competition Resources**

Finalists will be sent a materials tool box - to ensure competitors have all the resources they need to take part in the competition. (These will be sent to college for collection prior to the final) The box will also include a surprise prop to be incorporated into the design on the day.

It is recommended that you watch the tutorial videos available on the Inspiring Skills Excellence in Wales Slack site. Ask your tutor for access to these. These include:

* Basics in composition and design
* Using Photoshop and Illustrator to design a window
* Prop making
* Painting techniques

In addition, on 27th November 2020 there will be a live Q&A session with Nichole Coxon, an opportunity to ask questions around the design of the passive visual.

[https://www.eventbrite.co.uk/e/training-creating-a-3d-retail-space-hyfforddiant-creu-gofod-manwerthu-3d-tickets-119860797873](https://urlsand.esvalabs.com/?u=https%3A%2F%2Fwww.eventbrite.co.uk%2Fe%2Ftraining-creating-a-3d-retail-space-hyfforddiant-creu-gofod-manwerthu-3d-tickets-119860797873&e=69acb1b3&h=0b927d07&f=y&p=y)

**Passive Submission**

Visual Merchandising candidates will be expected to submit:

● 1 x **Mood Board**; referencing the following

- Inspirational images

- Colour palette

- Materials and props (see list attached materials and props list for further detail)

● 1 x **Retail Installation Display Visua**l

In response to the brief, candidates must present their design in colour. This must include the prescribed product of a winter fashion accessories, (you can use your own)

 **Note** - Everything in your design must appear in the final installation

● A **Written Description**

A maximum of 100 words to describe the window proposal and how it fits the design brief.

Creative responses to the brief should be emailed using WeTransfer.

Please ensure that your file is clearly labelled in the following format:
● Title: Visual Merchandising Competition 2020/21
● Your Name
● DOB
● College

Email to: elinor.franklin@gcs.ac.uk
Deadline for submission is 14th December 2020.

**Live Competition:
Who** - Ten successful candidates will be notified by the 18th December 2020, via email to confirm if they have been selected to take part in the finals.

**When** - The final will take place on the 19th January 2021 at home / in college and connected to other competitors via online platform

**Preparation** - Ensure you have a space in your home where you can construct the display installation, and a safe space for working with materials and creating design features. Please get permission from the homeowner to use this space on competition day.
Ensure you have a laptop with which to access an online platform for moderation.

**Event -** On the day of the competition, competitors will be expected to demonstrate the ability to create, visualise, rationalise and implement their 2D design into a 3D retail installation display.

Competitors will choose a space at home (or in college) where they will be able to safely make their installation. This space needs to be no bigger than 120cm x 120cm It should be envisioned that this space is in a high street store.

Competitors will be given 3 hours to create their retail installation display in their chosen setting - including making props and visual enhancements.

Progress will be monitored through the use of Zoom, for moderation purposes. Guidance for working safely in your home will be sent before the final.

**Judging** - Work progress will be monitored using a mobile device / laptop / online meeting platform.

A verbal presentation (2-4 mins) will be given at the end of the competition, using the competitor's mobile device to record and answer questions from judges.

Photographs will also be taken by the competitors to submit as evidence for moderation.

**Health and Safety** - A general pre-competition briefing/familiarisation will be given, exampling the materials and equipment that are available to utilise in the competition. The briefing will also communicate health and safety and general house-keeping rules.

**Support** - Questions will be facilitated by technical staff.

**Infrastructure List**

**Tool Box**

Every finalist will collect this from college the week before the final.

* String / fishing wire (roll)
* Masking tape / Double sided tape/ Sellotape / sticky tabs (roll)
* Scissors
* Pencil / rubber / sharpie pens (a range of colours)
* Posca pens
* Washi Tape
* Acrylic Paint - red, green, white
* Paper / card / mount board
* Tissue Paper
* Pallet Box
* Roll of brown paper
* Glue stick

A surprise prop will also be presented on the day for competitors to incorporate into their designs

If you wish to use a craft knife and cutting mat, you will need to purchase this yourself as we are unable to provide it in the kit - please speak to your tutor for reimbursement of cost.

**Competition Rules**

**Competition specific rules**

● Submit all of the requirements at all stages of the competition.

● Ensure all work is self-generated and original. All props must be made on the day of competition.

● Refrain from using offensive or controversial images or text.

● By signing the competition register, each competitor gives permission for Skills Wales and the competition organising partners to use non–sensitive information from the competition registration, relevant photographs and films for any publicity purposes relevant to vocational education, training and the competition.

**Generic competition rules**

* Mobile phones are to be switched off during competition activity.
* Any questions during competition activity should be addressed to the competition judging panel.
* It is the responsibility of each competitor to arrive on time for each competition session. No additional time will be allowed if you arrive late.
* All students are to work in a safe and tidy manner.
* Technical failure of your equipment should be reported immediately to the judging panel. Additional time will be allocated if the fault is beyond the control of the competitor.

**Marking and Assessment**

Marking and judging of this competition will be done by a team of experts from Industry, Further Education or Training Provider, using a marking criteria and allocated marks to ensure consistency; at least 1 marker will attend all regionals.

**Brief breakdown of marking and assessment**

All marks are objective and will be awarded by the judges as follows

|  |
| --- |
| **Passive Stage**:  |
| A  | Design concepts produced show ideas interpreting brief and theme  | 5%  |
| B  | Simple written design rationale is evidenced  | 5%  |
| C  | The design concept attracts the target customer identified  | 5%  |
| D  | Design work presented professionally in line with industry practices  | 5%  |
|  | **Total**  | **20%**  |

|  |
| --- |
| **Live Competition**:  |
| A  | Work Organisation and Time Management  | 12%  |
| B  | Interpretation / Problem solving  | 18%  |
| C  | Implementation | 38%  |
| D  | Communication  | 12%  |
|  | **Total**  | 80%  |
|   | **Competition Total**  | **100%**  |

**Feedback and Recognition**

Individual and Group verbal feedback will be provided at the end of the competition.

No results or awards will be awarded on the day, as marking will be quality assured.

Certificates of Participation will be issued on the day.

Medallists will be invited to a Celebration Event which will be held in March 2021, where the First, Second and Third Awards will be presented.

Marksheets will be made available to unsuccessful competitors after the quality assurance process has been completed. Further details will be provided to all competitors upon notification of outcomes.

**Competition Lead**

Elinor Franklin

elinor.franklin@gcs.ac.uk

**Briff y Gystadleuaeth**

**Teitl y Gystadleuaeth**

Marchnata Gweledol

**Trosolwg y Gystadleuaeth**

Mae Masnachwr Gweledol yn dylunio ac yn adeiladu arddangosfeydd a gosodiadau manwerthu i werthu cynnyrch mewn storfeydd.

## Yn y gystadleuaeth hon, mae cystadleuwyr yn cymryd rhan mewn rhagbrawf lle bydd rhaid iddynt gyflwyno bwrdd syniadau a dyluniad digidol neu fraslun o arddangosfa manwerthu sy'n gwerthu cynnyrch penodol i farchnad benodol (gweler y briff). Rhaid cynllunio'r arddangosfa fel bo modd ei chreu gartref, a rhaid iddi gynnwys deunyddiau a phropiau o Flwch Offer a fydd ar gael i gystadleuwyr (Atodiad 1).

Yna, bydd deg o'r rhai a gyrhaeddodd y rownd derfynol yn cael eu dewis i gymryd rhan mewn cystadleuaeth fyw lle byddant yn creu eu dyluniad gosod o'u cartref neu yn y coleg.

**Meini Prawf Mynediad**

Mae'r gystadleuaeth hon ar gyfer y rhai sy'n hyfforddi ar gyfer gyrfa yn y Diwydiannau Manwerthu, Dylunio a Marchnata Gweledol ac astudio tuag at gymhwyster Lefel 3.

Sicrhewch fod gan eich ymgeiswyr y sgiliau a'r cymwyseddau i gyflawni'r dasg a ddarperir.

**Cyfyngiadau capasiti mynediad fesul sefydliad**

Uchafswm o 5 ymgeisydd o bob sefydliad.

Dyma uchafswm nifer yr ymgeiswyr a ganiateir gan sefydliad ar gyfer y gystadleuaeth hon.



Pennir hyn gan 'leoliad' a 'sefydliad'. Mae 'sefydliad' yn cyfeirio at ddarparwr hyfforddiant /cyflogwr y cystadleuwyr. Mae 'lleoliad' yn cyfeirio at safle lle mae'r cystadleuydd yn astudio / yn cael ei gyflogi. I gael rhagor o arweiniad ar y capasiti hyn, cliciwch [yma](https://urlsand.esvalabs.com/?u=https%3A%2F%2Furl6.mailanyone.net%2Fv1%2F%3Fm%3D1kVD2e-0000e0-5m%26i%3D57e1b682%26c%3DqpdtjyWs13QQ_FezFOqNVC6Q06JqR7rWu6pMxcFsXL5kN73bZb9oUB7Lf0Q7uILYko8bUzoW1Rkz7MSAX2H8CFOr9Cqqb10iosLQnSdIM7KUmTUZNXt72OUslu4AeJGf-Obb_qOIejX1Jr7RHjpi9LyPo9-9WIVKkuOUcQQIzYXCZZVSxIrXIVtufZf8kK2ntJdns-am7oNM5klfnnZljs1WA1VcCaKfiaG_SuXgzZtmdSqfku3Qzownc2n_knQ_k6P7kgvHnIyM0jvSLLnyYBVrCCEJGdhjmZQMXKvjNt26GcUCiBLNdIFHsXrl8QSa&e=69acb1b3&h=be29d980&f=y&p=y)

**Mynediad / Cofrestru Cystadleuaeth**

Rhaid i bob myfyriwr gofrestru ar-lein trwy wefan Cystadleuaeth Sgiliau Cymru.

Mae'r cofrestriadau'n agor ar 23 Tachwedd ac yn cau ar 14eg Rhagfyr 2020 am 5pm.

**Briff**

Oherwydd COVID, mae siopau manwerthu ffasiwn y stryd fawr wedi gweld gostyngiad yn nifer yr ymwelwyr. Gyda llawer o bobl ifanc yn mynd ar-lein i siopa, mae siopau ffasiwn y stryd fawr am fanteisio ar bob cyfle i hyrwyddo eu cynnyrch tymhorol i'w cwsmeriaid targed. Mae siop wedi gofyn i chi greu arddangosfa fanwerthu yn y siop i arddangos ategolion ffasiwn y gaeaf, gyda’r Awyr Agored a ‘Boho’ fel thema. Rhaid i'r pris fod yn glir.

**Math o siop**: Ffasiwn y Stryd Fawr

**Cynnyrch**: Ategolion ffasiwn y gaeaf - sgarff, het, menig, esgidiau glaw, ‘gilet’ ac ati (dewiswch gynifer neu cyn lleied i gyd-fynd â'ch dyluniad)

**Cwsmer targed:** Pobl ifanc 19-24 oed

**Thema:** Yr Awyr Agored.

**Steil**: ‘Boho’

**Ysbrydoliaeth:**

Gan fod eich gosodiad yn fach ac efallai i’w chwblhau gartref, chwiliwch ysbrydoliaeth gan arddangosfeydd stondinau crefft, ‘boutiques’, efallai y byddwch am ddefnyddio darn o ddodrefn sydd gennych gartref yn eich dyluniad e.e. bwrdd, cadair, stôl, paledi pren, rheilen ddillad, ysgol, drych - sicrhewch eich bod yn cynnwys hyn yn eich dyluniad.

**Cyfeiriadau Ffenestr**

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**Adnoddau Cystadlu**

Anfonir blwch offer deunyddiau at y rhai sy’n cyrraedd y rownd derfynol - er mwyn sicrhau bod gan gystadleuwyr yr holl adnoddau y byddent eu hangen i gystadlu. (Bydd y rhain yn cael eu hanfon i'r coleg i'w casglu cyn y rownd derfynol) Bydd y blwch hefyd yn cynnwys prop annisgwyl i'w gynnwys yn y dyluniad ar y diwrnod.

Argymhellir eich bod yn gwylio'r fideos tiwtorial sydd ar gael ar wefan ‘Slack’ Rhagoriaeth Sgiliau Ysbrydoledig yng Nghymru. Gofynnwch i'ch tiwtor am fynediad i'r rhain. Mae’r rhain yn cynnwys:

● Hanfodion o ran cyfansoddiad a dyluniad

● Defnyddio Photoshop ac Illustrator i ddylunio ffenestr

● Gwneud prop

● Technegau paentio

Yn ogystal â hyn, ar 27 Tachwedd 2020 bydd sesiwn cwestiwn ac ateb gyda Nichole Coxon, cyfle i ofyn cwestiynau am ddylunio golygfeydd goddefol.

[https://www.eventbrite.co.uk/e/training-creating-a-3d-retail-space-hyfforddiant-creu-gofod-manwerthu-3d-tickets-119860797873](https://urlsand.esvalabs.com/?u=https%3A%2F%2Fwww.eventbrite.co.uk%2Fe%2Ftraining-creating-a-3d-retail-space-hyfforddiant-creu-gofod-manwerthu-3d-tickets-119860797873&e=69acb1b3&h=0b927d07&f=y&p=y)

**Cyflwyniad Goddefol**

Disgwylir i ymgeiswyr Marchnata Gweledol gyflwyno:

* 1 x **Bwrdd Syniadau**; gan gyfeirio at y canlynol

- Delweddau i’ch ysbrydoli

- Palet lliw

- Deunyddiau a phropiau (gweler y rhestr o ddeunyddiau atodedig a rhestr propiau am fanylion pellach)

● 1 x **Arddangosfa Gosod Manwerthu Gweledol**

Mewn ymateb i'r briff, rhaid i ymgeiswyr gyflwyno eu dyluniad mewn lliw. Rhaid i hyn gynnwys y cynnyrch rhagnodedig o ategolion ffasiwn y gaeaf, (gallwch ddefnyddio eich rhai eich hun)

**Nodyn** - Rhaid i bopeth yn eich dyluniad ymddangos yn y gosodiad terfynol

● **Disgrifiad Ysgrifenedig**

Uchafswm o 100 gair i ddisgrifio'r cynnig ar gyfer y ffenestr a sut mae'n cyd-fynd â'r brîff dylunio

Dylid e-bostio ymatebion creadigol i'r brîff gan ddefnyddio WeTransfer.

Sicrhewch fod eich ffeil wedi'i labelu'n glir yn y fformat canlynol:

● Teitl: Cystadleuaeth Marchnata Weledol 2020/21

● Eich Enw:

● Dyddiad geni

● Coleg:

E-bostio at: elinor.franklin@gcs.ac.uk

Y dyddiad cau ar gyfer cyflwyno yw 14 Rhagfyr 2020.

**Cystadleuaeth Fyw**

**Pwy –** Byddwn yn hysbysu’r deg ymgeisydd llwyddiannus erbyn 18 Rhagfyr 2020 dros e-bost i gadarnhau eu bod wedi’u dewis i gymryd rhan yn y rowndiau terfynol.

**Pryd** - Bydd y rownd derfynol yn cael ei chynnal ar 19 Ionawr 2021 gartref / yn y coleg gan gysylltu â chystadleuwyr eraill drwy blatfform ar-lein

**Paratoi** - Sicrhewch fod gennych le yn eich cartref lle gallwch adeiladu'r gosodiad arddangos, a lle diogel ar gyfer gweithio gyda deunyddiau ac i greu nodweddion dylunio. Gofynnwch i berchennog y cartref am ganiatâd i ddefnyddio'r lle hwn ar ddiwrnod y gystadleuaeth.

Sicrhewch fod gennych liniadur i gael mynediad at blatfform ar-lein ar gyfer safoni.

**Digwyddiad -**  Ar ddiwrnod y gystadleuaeth, bydd disgwyl i gystadleuwyr ddangos y gallu i greu, delweddu, rhesymoli, a gweithredu eu dyluniad 2D i greu arddangosfa gosod manwerthu 3D.

Bydd cystadleuwyr yn dewis lle yn y cartref (neu yn y coleg) sy’n caniatáu iddynt greu eu gosodiad yn ddiogel. Nid oes angen i'r lle hwn fod yn fwy na 120cm x 120cm. Dylid dychmygu bod y lle hwn mewn siop ar y stryd fawr.

Bydd cystadleuwyr yn cael 3 awr i greu eu harddangosfa manwerthu yn eu lleoliad dewisol - gan gynnwys creu propiau a gwelliannau gweledol.

Caiff cynnydd ei fonitro drwy ddefnyddio Zoom, at ddibenion cymedroli. Bydd canllawiau ar gyfer gweithio'n ddiogel yn eich cartref yn cael eu hanfon cyn y rownd derfynol.

**Beirniadu** - Bydd cynnydd gwaith yn cael ei fonitro gan ddefnyddio dyfais symudol / gliniadur / platfform cyfarfod ar-lein.

Rhoddir cyflwyniad llafar (2-4 munud) ar ddiwedd y gystadleuaeth, gan ddefnyddio dyfais symudol y cystadleuydd i recordio ac ateb cwestiynau gan feirniaid.

Bydd y cystadleuwyr hefyd yn tynnu lluniau i'w cyflwyno fel tystiolaeth ar gyfer cymedroli.

**Iechyd a Diogelwch** - Rhoddir briff/cyfarwyddyd cyffredinol cyn y gystadleuaeth, gan enghreifftio'r deunyddiau a'r offer sydd ar gael i'w defnyddio yn y gystadleuaeth. Bydd y briffio hefyd yn cyfleu rheolau iechyd a diogelwch a rheolau cyffredinol.

**Cefnogaeth** - Bydd cwestiynau yn cael eu hwyluso gan staff technegol.

**Rhestr Seilwaith**

**Blwch Offer**

Bydd pob unigolyn sydd yn y rownd derfynol yn casglu’r blwch o'r coleg yr wythnos cyn y rownd derfynol.

● Gwifren / llinyn pysgota (rholyn)

● Tâp mesur / Tâp dwy ochr / Sellotape / tabiau gludiog (rholyn)

● Siswrn

● Pensil / rwber / pen 'sharpie' (ystod o liwiau)

● Pennau Posca

● Tâp ‘Washi’

● Paent Acrylig - coch, gwyrdd, gwyn

● Papur / cerdyn / cerdyn mowntio

● Papur sidan

● Blwch Palet

● Rholyn o bapur brown

● Glud

Cyflwynir prop annisgwyl hefyd ar y diwrnod i gystadleuwyr ei gynnwys yn eu dyluniadau

Os ydych am ddefnyddio cyllell grefft a mat torri, bydd angen i chi brynu hwn eich hun gan na allwn ei ddarparu yn y pecyn - siaradwch â'ch tiwtor am ad-dalu'r gost.

**Rheolau Cystadlu**

**Rheolau cystadleuaeth benodol**

* Rhaid cyflwyno’r holl ofynion ar bob cam o'r gystadleuaeth.
* Sicrhewch fod yr holl waith wedi eu hunan-gynhyrchu ac yn wreiddiol. Rhaid creu pob prop ar ddiwrnod y gystadleuaeth.
* Peidiwch â defnyddio delweddau neu destun sarhaus neu ddadleuol.
* Trwy lofnodi cofrestr y gystadleuaeth, mae pob cystadleuydd yn rhoi caniatâd i Sgiliau Cymru a phartneriaid trefnu'r gystadleuaeth ddefnyddio gwybodaeth nad yw'n sensitif o gofrestriad y gystadleuaeth, ffotograffau a ffilmiau perthnasol at unrhyw bwrpas cyhoeddusrwydd sy'n berthnasol i addysg alwedigaethol, hyfforddiant a'r gystadleuaeth.

**Rheolau cystadleuaeth gyffredinol**

* Rhaid diffodd ffonau symudol yn ystod y gystadleuaeth.
* Dylid cyfeirio unrhyw gwestiynau yn ystod gweithgaredd cystadlu at banel beirniaid y gystadleuaeth.
* Cyfrifoldeb pob cystadleuydd yw dechrau pob sesiwn gystadlu yn brydlon. Ni chaniateir unrhyw amser ychwanegol os byddwch chi'n cyrraedd yn hwyr.
* Rhaid i bob myfyriwr weithio mewn modd diogel a thaclus.
* Pe bydd nam technegol ar eich offer, dylid rhoi gwybod i’r panel beirniaid yn syth. Dyrennir amser ychwanegol os yw'r nam y tu hwnt i reolaeth y cystadleuydd.

**Marcio ac Asesu**

Bydd marcio a beirniadu'r gystadleuaeth hon yn cael ei wneud gan dîm o arbenigwyr o ddiwydiant, darparwyr addysg bellach neu hyfforddiant, gan ddefnyddio meini prawf marcio a marciau a ddyrannwyd i sicrhau cysondeb. Bydd o leiaf 1 marciwr yn mynychu pob rhanbarth.

**Dadansoddiad o'r marcio a'r asesu.**

Mae pob marc yn wrthrychol a chânt eu dyfarnu gan y beirniaid fel a ganlyn

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| --- |
| **Cam Goddefol**:  |
| A  | Mae'r cysyniadau dylunio a gynhyrchir yn dangos syniadau sy'n dehongli’r briff a thema | 5% |
| B  | Dangosir tystiolaeth o resymeg dylunio ysgrifenedig syml | 5% |
| C | Mae'r cysyniad dylunio yn denu'r cwsmer targed a nodwyd | 5% |
| D  | Gwaith dylunio a gyflwynir yn broffesiynol yn unol ag arferion y diwydiant | 5% |
|   | **Cyfanswm** | **20%** |

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| --- |
| **Cystadleuaeth Fyw**  |
| A  | Trefnu Gwaith a Rheoli Amser | 12% |
| B  | Dehongli / Datrys problemau | 18% |
| C | Gweithredu | 38% |
| D  | Cyfathrebu | 12% |
|   | **Cyfanswm** | 80% |
|   | **Cyfanswm y Gystadleuaeth** | **100%** |

**Adborth a Chydnabyddiaeth**

Darperir adborth llafar i unigolion a grwpiau ar ddiwedd y gystadleuaeth.

Ni ddyfernir unrhyw ganlyniadau na dyfarniadau ar y diwrnod gan y bydd angen sicrhau ansawdd y marcio.

Cyflwynir Tystysgrifau Cyfranogi ar y diwrnod.

Gwahoddir enillwyr y medalau i Ddigwyddiad Dathlu a gynhelir ym mis Mawrth 2021, ble bydd y Wobr Gyntaf, Ail a Thrydedd yn cael eu cyflwyno.

Bydd taflenni marcio ar gael i gystadleuwyr aflwyddiannus ar ôl i'r broses sicrhau ansawdd gael ei chwblhau. Rhoddir rhagor o fanylion i bob cystadleuydd pan fyddant yn cael gwybod am ganlyniadau.

**Arweinydd y Gystadleuaeth**

Elinor Franklin

elinor.franklin@gcs.ac.uk