

Storyboard

Name of Project: Visual Merchandising

Date: 16 August 2006

Module Title: Signage & Ticketing

Screen number	Content	Interaction/Graphics
3.0.0	<p>Overview No display is complete without price labels, promotional boards and other images which inform and attract the customer.</p> <p>In this module you will learn about signage & ticketing – what it's for, the legal requirements, how to order it, and how to set it up.</p> <p>The module will take you about 40 minutes of online learning time.</p> <p>The contents are listed below <i>(((above, right, left?)))</i>.</p> <p>Menu Words & pictures Legal requirements The right order The right position Assessment</p>	Visual of 40 minutes

Storyboard

3.0.10	<p>Learning support Move the mouse arrow over the icons below to find out what resources are available to you. Click for a detailed explanation:</p> <p>Icon rollover</p> <ul style="list-style-type: none">• Notebook – for making your own notes• Portfolio – only for those doing an NVQ – for gathering evidence, eg photos, plans, witness statements, company documents• Progress planner – your ‘online diary’• Message centre – for chatting with other learners• Tutor time – for emailing your tutor• Camera – for recording what you see and do.	<p>Icon of all of these below – the text explaining these icons should be rollovers. They should also be hyperlinked to the detailed explanations in module 1</p>
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Storyboard

3.1.0	<p>Words & pictures</p> <p>Signage & ticketing is used by the visual merchandiser for two main reasons:</p> <ul style="list-style-type: none">• to provide information, eg price, description, make• to attract the customer – eg with clever images, slogans, colours. <p>Tickets usually provide hard information, eg information about price, size, make etc. Other signage provides more general information and/or images.</p>	One image of a ticket showing price, description etc; one image of a display board saying something like 'our summer madness sale'
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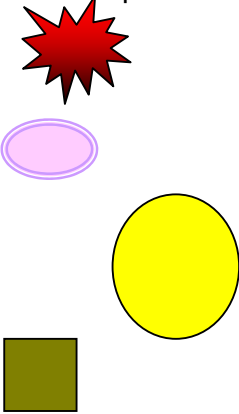
Storyboard

<p>3.1.10</p>	<p>Question Which of the following are trying to both attract and provide information? Tick, then click Answer when you have finished.</p> <p>Everything must go in our crazy half-price sale <i>(((big star-shaped billboard)))</i></p> <p>Men's pure woollen sweaters – £45 <i>(((ticket)))</i></p> <p>Because you only really love once... <i>(((heart shaped sign next to valentine cards)))</i></p> <p>Welcome to WoodMart – the home of quality pine furniture <i>(((pine board hanging from ceiling)))</i></p>	<p>The choices opposite need graphic enhancement as indicated. Plus tick boxes</p> <p>When they have clicked Answer, a pop up needs to say opposite each whether they are right or wrong (1+4 are right), plus the following:</p> <p>Everything must go in our crazy half-price sale – <i>This sign is flashy yet also informing customers about a half price sale</i></p> <p>Men's pure woollen sweaters – £45 – <i>There's nothing attractive about this. It's just telling you what it is and the price</i></p> <p>Because you only really love once – <i>this isn't telling you about the cards, it's appealing to your emotions</i></p> <p>Welcome to WoodMart – the home of quality pine furniture – <i>this is an attractive quality sign informing you about a quality product</i></p>
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Storyboard

3.1.20	<p>Horses for courses Not all signage and ticketing should follow the same patterns of shape, size, colour or style.</p> <p>It depends on things like:</p> <ul style="list-style-type: none">• the sort of image you are trying to project – is it serious, fun, sporty, lifestyle, businesslike?• the product you are promoting – eg bright colours for childrenswear, greens & browns for outdoor products such as garden furniture• the brand or your company's graphic style.	<p>Image of tennis racket and ball against green background at back of sporty tops displays</p> <p>Large red round clown's face ticket for children's nighties with price, description & make</p> <p>The M&S logo, Virgin logo or something similar on a ticket or sign</p>
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Storyboard

3.1.30	<p>Activity – drag & drop Drag the following words into their most appropriate signs.</p> <p>Armageddon Man – out now for Playstation</p> <p>The Super Elegance Bra</p> <p>Teletubbies – tickle their tummies and they say <i>eh-oh</i></p> <p>Stepover – the all-terrain walker's boot</p>	<p>Hollow signage something like as follows – adjust size and position as necessary.</p>  <p>When they've finished, the correct groupings rearrange themselves as appropriate and the words along the lines of: <i>well done, you've got them all, or you should have arranged them like this...</i></p>
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Storyboard

3.1.40	<p>Materials Signage and ticketing comes in different materials as well as all shapes and sizes. For example:</p> <ul style="list-style-type: none">• paper and card• plastic• glass• metal. <p>The type of material should compliment the products on display. For example, wood goes well with jewellery; plastic looks good for childrenswear.</p>	<p>Images of these materials:</p> <p>Typical card sign at back of a display or hanging from ceiling Plastic container for ticket on a shelf Flashing neon display Metal stand promotional sign</p>
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Storyboard

3.1.50	<p>Activity</p> <ol style="list-style-type: none">1 Take some photographs of a number of different displays where you work, and/or elsewhere. Ask permission if you need to.2 Compare them all as to whether the signage and ticketing used was appropriate in terms of:<ul style="list-style-type: none">- size- shape- colour- style- materials.3 Email your tutor your findings.4 Discuss with your colleagues.	<p>Photo icon</p> <p>Portfolio icon</p> <p>Tutor time icon</p> <p>Message centre icon</p>
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Storyboard

3.2.0	<p>Legal requirements What you are allowed to say on your signage and ticketing is controlled by legislation.</p> <p>The key legislation is:</p> <ul style="list-style-type: none">• Trade Descriptions Act 1968• Prices Acts 1974 & 1975• Consumer Protection Act 1987• Control of Misleading Advertisements Regulations 1988 & 2000• Price Marking Order 1999. <p>Breaking these laws is a criminal offence.</p>	Legal symbol/icon leading to glossary (see last page info)
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Storyboard

3.2.10	<p>Mean what you say Whenever you promote, advertise or describe a product, you must not make false statements or mislead customers.</p> <p>For example, don't say a product:</p> <ul style="list-style-type: none">• is a new product – if it isn't• outperforms all other models – if you can't prove it• is the cheapest on the market – if it's hard to show• does this, that or the other – if it doesn't.	Flashing signage saying <i>Free trips to France – when you purchase one of our sailing boats</i>
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Storyboard

3.2.20	<p>Activity</p> <ol style="list-style-type: none">1 Click on <u>trading standards</u> to go to the site of the Office of Fair Trading where you will find information about the Trade Descriptions Act 1968.2 Make some notes about it in so far as it applies to signage & ticketing.3 Comment on how well your displays comply with these requirements. <p>If you are unsure about any requirements, contact your local trading standards office for advice.</p>	<p>The url they need is:</p> <p>www.tradingstandards.net/pages/fairtrading.htm</p> <p>Portfolio icon</p>
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3.2.30	<p>Prices</p> <p>A good deal of signage and ticketing law deals with prices. Not surprisingly, as this is a key factor in consumer choice.</p> <p>It is a criminal offence to:</p> <ul style="list-style-type: none">• fail to indicate a price on goods to be sold• mislead over prices and pricing comparisons.	<p>Customer with price rage as assistant moves something which was blocking display saying 'Computer – only £100'. Turns out, after removing blockage, it says £1000.</p>
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3.2.40	<p>Indicating a price</p> <p>The law says you have to put a price ticket or notice on goods you intend to sell – this does not include displays which are purely promotional, antiques and works of art, or advertisements.</p> <p>The signage must:</p> <ul style="list-style-type: none">• show price and unit price (if appropriate)• be positioned on the goods or near to them, or grouped in a list or catalogue near them• be easy to read and easy to find.	<p>Typical ticket with price & unit price, eg:</p>  <p>Prime British Sirloin Steak – £5.99 – £3.49 per pound</p>
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Storyboard

3.2.50	<p>Activity Check your displays to see whether:</p> <ul style="list-style-type: none">• they have prices• the prices are clear and legible• they are positioned on or near to the products. <p>Remember you do not have to display prices if your merchandise is only for display and not for sale.</p>	<p>Display showing sign 'these items are for display purposes only', ie no prices</p> <p>Portfolio icon</p>
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3.2.60	<p>Misleading prices It is illegal to mislead over prices. For example:</p> <ul style="list-style-type: none">• showing one price on a display and charging a higher price at the point of sale• showing a price for an item which costs more if you choose a different size, colour etc• omitting to include VAT or postage & packing (if applicable)• showing the price for an item which is not in the form it will be bought, eg self assembly furniture• showing out of date prices.	<p>Montage of signage with appropriate background images saying:</p> <p>Garden sheds from £300 – free delivery if you live within 10 mile radius</p> <p>Elegant floorlamp – £95, bulb not included</p> <p>Bookstand £45 – self assembly</p>
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3.2.70	<p>Price comparisons Price comparisons are typically where you compare:</p> <ul style="list-style-type: none">• your price with a competitor's or 'recommended prices• a new price with an old or future price, eg special offers, sales, introductory offers. <p>The key rule is to state both prices clearly and explain any exceptions.</p> <p>For sales and reductions, if the old price was not the last price the product was on sale for at your store, and had not been available for at least 28 consecutive days in the previous six months – say so!</p>	<p>Signage/images – fading in and out:</p> <p>Special Introductory Offer – Gritstone's Toothpaste 85p – offer must end August 1</p> <p>Was £3.50 at selected stores for period December 1-25 – now only £2.50</p> <p>RRP price £42, our price £32</p>
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Storyboard

3.2.80	<p>Question Which of the following signage/ticketing is illegal? Tick the box if you think it is. Then click the Answer button.</p> <p>Further reductions! Ladders now only £35!</p> <p>Special Introductory Offer – Two videotapes for one – £1.99 – now extended until February 12</p> <p>Shampoo & set – £10.00 – OAPs & unemployed £6.00</p> <p>RotGut lager – half price between 7 & 8pm</p>	<p>Signage as appropriate</p> <p>When they have clicked Answer, a pop up needs to say opposite each whether they are right or wrong (2+3 are right), plus the following:</p> <p>Further reductions! Ladders now only £35! – <i>where's the price it was reduced from?</i></p> <p>Special Introductory Offer – Two videotapes for one – £1.99 – now extended until February 12 – <i>it is legal to extend an introductory offer as long as it doesn't get extended indefinitely</i></p> <p>Shampoo & set – £10.00 – OAPs & unemployed £6.00 – <i>it is legal to have special prices for different groups of people as long as you clearly say so</i></p> <p>RotGut lager – half price between 7 & 8pm – <i>you must state the price it was and the price it is reduced to</i></p>
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