

CREATIVE ARTS AND FASHION

創意藝術與時尚

# Visual Merchandising

## 展示設計



## Technical Description

### 技術說明書

WorldSkills International, by a resolution of the Competitions Committee and in accordance with the Constitution, the Standing Orders, and the Competition Rules, has adopted the following minimum requirements for this skill for the WorldSkills Competition.

國際技能競賽組織經競賽委員會決議並依組織章程、議事規則和競賽規則規定，已針對該職類之國際技能競賽採用以下最低規範。

The Technical Description consists of the following:

技術說明書中包括以下內容：

<b>1 Introduction 職類介紹 .....</b>	<b>2</b>
<b>2 The WorldSkills Occupational Standards (WSOS) 國際職業標準 .....</b>	<b>4</b>
<b>3 The Assessment Strategy and Specification 評量策略與說明書 .....</b>	<b>10</b>
<b>4 The Marking Scheme 評分方案 .....</b>	<b>11</b>
<b>5 The Test Project 試題 .....</b>	<b>15</b>
<b>6 Skill management and communication 技能管理與溝通 .....</b>	<b>18</b>
<b>7 Skill-specific safety requirements 技能之特殊安全要求 .....</b>	<b>20</b>
<b>8 Materials and equipment 材料與設備 .....</b>	<b>21</b>
<b>9 Skill-specific rules 技能之特殊規定 .....</b>	<b>25</b>
<b>10 Visitor and media engagement 觀眾與媒體參與 .....</b>	<b>26</b>
<b>11 Sustainability 永續性 .....</b>	<b>27</b>
<b>12 References for industry consultation 業界諮詢參考資料 .....</b>	<b>28</b>

2020年9月22日起生效



Stefan Praschl  
Board member – Competitions  
競賽董事會成員



Michael Fung  
Board member – Competitions  
競賽董事會成員

© WorldSkills International (WSI) reserves all rights in documents developed for or on behalf of WSI, including translation and electronic distribution. This material may be reproduced for non-commercial vocational and educational purposes provided that the WorldSkills logo and copyright notice are left in place.

# 1 Introduction 職類介紹

## 1.1 Name and description of the skill competition 職類名稱與說明

### 1.1.1 The name of the skill competition is 本職類的名稱為

Visual Merchandising 展示設計

### 1.1.2 Description of the associated work role(s) or occupation(s). 相關工作角色或職業之說明。

A visual merchandiser creates window and interior displays in shops and department stores thus is essentially responsible for the “look” of the retail outlet. The chief aim of a visual merchandiser is to maximize sales by communicating with the target audience and creating a positive atmosphere. The visual merchandiser communicates directly with the target audience through their designs and creates a positive impression which in turn impacts on the sales revenue of the business. Whilst not possible to precisely measure the impact of the visual merchandiser’s displays it is accepted that they are an increasingly important element of the marketing and sales mix of a successful retail business.

展示設計師的工作內容為打造商店和百貨公司的櫥窗及室內陳列，因此，基本上負責的是零售商店的「外觀」，展示設計師的主要目標是透過和目標客群溝通和營造正向積極的氛圍來達到銷售最大化，藉由設計與目標客群直接溝通並創造正向積極的印象，從而影響業績的銷售收入，雖然無法精確測量展示設計師的陳列所帶來的影響，但在成功零售業的行銷與銷售組合中，展示設計是越來越重要的元素這點為大家普遍所接受。

The visual merchandiser works in retail outlets, which are part of a group with central support functions and in small independent shops where there is greater personal autonomy and responsibility. The activities a visual merchandiser undertakes are based on interpreting and researching a brief, creating a design, and implementation – working with the products and their props.

在零售商店工作的展示設計師，屬於集體的一部分，具有中央支援作用，而在小型獨立商店中，展示設計師擁有更多的個人自主性，但同時也要承擔更大的責任。展示設計師的主要工作為解讀和研究設計概要、創作設計及運用產品和道具來完成設計。

Work organization and self-management, communication and interpersonal skills, problem solving, innovation and creativity: the ability to develop original ‘eye-catching’ concepts with the WOW factor which positively engage the target market and attention to detail/perfection are the universal attributes of the outstanding visual merchandiser.

工作組織與自我管理、溝通與人際關係技巧、解決問題、創新與創造力：具有發展「搶眼」且帶有令人叫好因素的原創概念之能力、積極瞭解目標市場並重視細節／完美度，是一位優秀的展示設計師應具備的共同特質。

The visual merchandiser may work in teams or alone, depending on the size of the business. In medium to large businesses they work very closely with marketing and sales teams. Whatever the structure of the work, the trained and experienced visual merchandiser takes on a high level of personal responsibility and autonomy. From understanding the goals and targets of marketing and sales departments, interpreting the brief correctly and understanding the behaviour of target markets to creating a display with the WOW factor every stage in the visual merchandising process matters and displays have a close relationship with sales revenues.

根據項目規模，展示設計師可能是團隊工作或獨立作業，在中型至大型項目中，展示設計師與行銷和銷售團隊會有非常密切的合作關係，無論工作的結構如何，一位經過培訓且經驗豐富的展示設計師都應具備高度責任感及自主性。從瞭解行銷和銷售部門的目標和目標客群、正確解讀設計概要和瞭解目標市場的行為表現，到打造帶有令人叫好因素的陳列，每一個階段在展示設計過程中都很重要，且陳列和銷售收入的關係緊密相連。

With the globalization of visual imagery and the international mobility of people, the visual merchandiser faces rapidly expanding opportunities and challenges. For the talented visual merchandiser there are many commercial and international opportunities; however, these carry with them the need to understand and work with diverse cultures, trends, and fashions. The diversity of skills associated with visual merchandising is therefore likely to expand.

隨著視覺心像的全球化及國際間的人力流動，展示設計師面臨著快速擴張的機會與挑戰，對才華洋溢的展示設計師而言，雖然商業和國際機會增多，但隨之而來的是必須去瞭解與合作的多樣文化、趨勢和流行時尚，因此，與展示設計相關的技能多樣性可能繼續擴展下去。

### **1.1.3 Number of Competitors per team 該職類的參賽選手人數**

Visual Merchandising is a single Competitor skill competition. 展示設計是一項單人競賽。

### **1.1.4 Age limit of Competitors 參賽選手的年齡限制**

The Competitors must not be older than 22 years in the year of the Competition.

參賽時，選手年齡不得超過 22 歲。

## 1.2 The relevance and significance of this document

### 本文件的相關性與重要性

This document contains information about the standards required to compete in this skill competition, and the assessment principles, methods and procedures that govern the competition.

本文件包含本項技能競賽的標準以及競賽管理之評分原則、方法和程序。

Every Expert and Competitor must know and understand this Technical Description.

每位裁判和選手都必須熟悉並瞭解本技術說明書。

In the event of any conflict within the different languages of the Technical Descriptions, the English version takes precedence.

若因技術說明書所使用的語言不同而導致衝突，請以英文版本為準。

## 1.3 Associated documents 相關文件

Since this Technical Description contains only skill-specific information it must be used in association with the following: 由於本技術說明書內容僅涵蓋特定職類之資訊，因此必須與以下文件併用：

- WSI – Code of Ethics and Conduct 倫理規範與行為守則
- WSI – Competition Rules 競賽規則
- WSI – WorldSkills Occupational Standards framework 國際職業標準架構
- WSI – WorldSkills Assessment Strategy 評量策略
- WSI online resources as indicated in this document 線上資源（如本文件所示）
- WorldSkills Health, Safety, and Environment Policy and Regulations. 健康安全與環境政策與規章



## 2 The WorldSkills Occupational Standards (WSOS) 國際職業標準

### 2.1 General notes on the WSOS 一般注意事項

The WSOS specifies the knowledge, understanding, and specific skills that underpin international best practice in technical and vocational performance. It should reflect a shared global understanding of what the associated work role(s) or occupation(s) represent for industry and business ([www.worldskills.org/WSOS](http://www.worldskills.org/WSOS)).

WSOS 詳細闡述在技術及職業表現上，支持國際最佳實務所需具備之知識、理解力和特定技能，WSOS 應反映代表產業與企業相關工作角色或職業的全球共識（[www.worldskills.org/WSOS](http://www.worldskills.org/WSOS)）。

The skill competition is intended to reflect international best practice as described by the WSOS, and to the extent that it is able to. The Standard is therefore a guide to the required training and preparation for the skill competition.

技能競賽旨在盡其所能地反映出 WSOS 所描述的國際最佳實務，因此，該標準是針對技能競賽的必要訓練與準備作業之指南。

In the skill competition the assessment of knowledge and understanding will take place through the assessment of performance. There will only be separate tests of knowledge and understanding where there is an overwhelming reason for these.

在技能競賽中，對知識與理解力的評分係透過評量表現來實現，僅在出現不可抗力原因時，才會進行單獨的知識與理解力測驗。

The Standard is divided into distinct sections with headings and reference numbers added.

該標準可分為多個加入編號和標題的明確項目。

Each section is assigned a percentage of the total marks to indicate its relative importance within the Standards. This is often referred to as the “weighting”. The sum of all the percentage marks is 100. The weightings determine the distribution of marks within the Marking Scheme.

每個項目所分配的總分百分比，代表該項目在標準中的相對重要性，這通常被稱為「權重」，所有百分比的總和為 100。權重決定評分方案中的分數配比。

Through the Test Project, the Marking Scheme will assess only those skills that are set out in the Standards Specification. They will reflect the Standards as comprehensively as possible within the constraints of the skill competition.

評分方案將透過試題僅針對標準規範所列之技能進行評量，並在技能競賽的限制範圍內，盡可能全面地反映標準之內容。

The Marking Scheme will follow the allocation of marks within the Standards to the extent practically possible. A variation of up to five percent is allowed, provided that this does not distort the weightings assigned by the Standards.

評分方案會在實際可行的最大範圍內遵循標準之配分，只要不歪曲標準所訂定之權重，即可容許最多百分之五的變動。

## 2.2 WorldSkills Occupational Standards 國際職業標準

Section	項目	權重比例(%)	Relative importance (%)
1	Work organization and management	工作組織及管理	10

The individual needs to know and understand:  
和瞭解：

understand: 每位選手必須熟悉

- Health and safety legislation, obligations, regulations, and documentation
- 健康及安全之法規、義務、規範和文件
- The situations when personal protective clothing including footwear must be used
- 必須使用個人防護衣（含安全鞋）的情況
- The purposes, uses, care, maintenance, and safe/secure storage of hand/electric tools and equipment
- 手動／電動工具和設備的目的、使用、保護、維修及安全存放
- The purposes, uses, care and safe/secure storage of materials
- 材料的目的、使用、保護及安全存放
- IT programmes for 2D and 3D design
- 2D 和 3D 設計的 IT 電腦程式
- Techniques of time management to support productivity
- 支持生產力的時間管理技術
- The principles of ergonomics to support efficient workflow
- 支持高效工作流程的人體工學原則
- The significance of sustainability and environmentally friendly work practices
- 永續性和環保工作實踐的重要性
- The value of managing own continuing professional development
- 管理自我持續職業發展的價值

The individual shall be able to: 每位選手必須能夠：

- Follow health and safety standards, rules, and regulations
- 遵守健康及安全標準、規則與規範
- Identify and use the appropriate personal protective clothing including safe footwear as required
- 確認並使用合適的個人防護衣，包含規定的安全鞋
- Select, use, clean, maintain, and store all tools, paint brushes, and equipment safely/securely
- 選擇、使用、清潔、維修並安全存放所有的工具、畫筆／油漆刷和設備
- Select, use materials including mixing paints, effectively/efficiently, and store safely/securely
- 有效／高效選擇、使用材料（含混合顏料／油漆）並安全存放
- Plan, schedule and re-prioritize work as the need arises to meet deadlines
- 視需要，規劃、安排和重新排列工作優先順序，以在截止日期前完成
- Work well under pressure to meet the demands of the business
- 在壓力之下，把工作做好以符合業務需求
- Maintain safe and ergonomic working practices
- 維持安全且符合人體工學的工作實務

- Keep the working area clean and tidy
  - 保持乾淨整潔的工作區域
  - Discard waste ecologically
  - 摒棄生態方面的浪費
  - Keep up-to-date with fashion, trends, and developments in the industry and society
  - 掌握最新的流行時尚、趨勢及業界和社會的發展動態
-



## 2 Communication and interpersonal skills

## 溝通與人際關係技巧

5

The individual needs to know and understand: 每位選手必須熟悉和瞭解：

- The roles and requirements of colleagues and professionals related to visual merchandising, e.g. brand managers
- 與展示設計有關的同事和專業人士之角色和規定，如品牌經理
- The importance of building and maintaining productive working relationships with colleagues across the organization e.g. marketing and sales
- 和組織中的同事建立並維護具有生產力的工作關係之重要性，如行銷和銷售
- Techniques for effective teamwork
- 團隊有效合作的技巧
- The educational/social responsibility role of visual merchandising
- 與展示設計有關之角色的教育／社會責任
- Negotiation methods e.g. purchasing materials
- 協商的方法，如購買材料
- Techniques for resolving misunderstandings and conflicting demands
- 解決誤會及衝突需求的技巧
- The features of a successful presentation
- 成功陳列的特色

The individual shall be able to: 每位選手必須能夠：

- Accurately determine the needs and aspirations of target audiences: internal and external customers
- 正確決定目標客群的需求和願望：內部和外部顧客
- Build and maintain trust of target audiences: internal and external customers
- 建立和維護目標客群的信任：內部和外部顧客
- Consistently manage effective verbal, and written communications with colleagues
- 持續處理和同事間有效的口頭和書面溝通
- Listen, reflect, and respond positively and constructively to feedback from colleagues and external customers
- 積極傾聽、反應和具有建設性地回應同事和外部顧客給予的意見
- Professionally present ideas, rationale, and designs/displays to colleagues and related departments/professionals
- 專業地向同事和相關部門／專業人士展現構想、基本原理和設計／陳列
- Reflect on and respond appropriately to questions and ideas from colleagues
- 適當反映和回應同事的問題和構想

### 3 Problem solving, innovation, and creativity 解決問題、創新與創造力

15

The individual needs to know and understand: 每位選手必須熟悉和瞭解：

- The common types of problem which can occur within visual merchandising work e.g. improvisation of props
- 可能出現在展示設計工作中的常見問題類型，例如：道具的即興創作
- Diagnostic approaches to problem solving
- 解決問題的診斷方法
- Boundaries for resolving problems safely e.g. referring to an electrician
- 安全解決問題的界限，例如：請參考電工部分
- Creative thinking techniques to generate unique designs
- 產生獨特設計的創意思考技巧
- Latest/future trends and fashions
- 最新／未來趨勢和流行時尚

The individual shall be able to: 每位選手必須能夠：

- Recognize problems swiftly and follow a self-managed process for resolving
- 察覺問題並遵循自我管理過程以解決問題
- Pro-actively re-prioritize internal customers' problems as the situation demands
- 視情況需求，積極主動地重新排列內部顧客問題的優先順序
- Recognize the boundaries of own expertise/responsibility and refer to the appropriate colleagues
- 察覺自我專業技術／責任的界限，以適合的同事作為參考
- Gain inspiration e.g. through reviewing books/magazines/the internet, city/shop visits, films, exhibitions, and professional literature
- 獲取靈感，例如：透過溫習書籍／雜誌／網路、參觀城市／商店、看電影、逛展覽及閱讀專業文學
- Maintain an "open mind" whilst accurately determining the needs of the target audience, internal, and external customer
- 保持「開闊胸懷」，正確決定目標客群、內部和外部顧客的需求
- Use imagination and inspiration to generate original ideas
- 運用想像力和靈感產生具有獨創性的構想
- Develop and maintain the confidence "to be different"
- 培養和保持「成為與眾不同」的自信
- Keep up to date with IT programmes for 2D and 3D design
- 掌握最新的 2D 和 3D 設計 IT 電腦程式
- Lead changes in design for an organization
- 引領組織的設計改變

#### 4 Interpret and research brief 解讀和研究設計概要

10

The individual needs to know and understand: 每位選手必須熟悉和瞭解

- The concept of visual merchandising: communicating with the target audience by attracting, connecting, and engaging with customers to maximize sales
- 展示設計的概念：透過吸引、建立連結、與顧客互動等方式和目標客群溝通，達到銷售最大化
- Roles of related departments/professionals and their focus/needs e.g. marketing and sales targets
- 相關部分／專業人士的角色及他們的重點／需求，如行銷和銷售目標
- The floor plans and sizes of areas to be used for display purposes
- 用於陳列目的區域平面圖和尺寸
- Target market consumer behaviour and aspirations
- 目標市場的消費者行為和願望
- The common factors which determine themes to include seasons of the year, current fashions/trends, special events, and promotions
- 決定主題的常見因素有：季節、當前的流行時尚／趨勢、特別活動和宣傳活動
- Composition of images
- 圖像的構成

The individual shall be able to: 每位選手必須能夠：

- Conduct research based on lifestyle concepts, trends, and store attributes
- 進行以生活方式的概念、趨勢和商店特性為基礎的研究
- Identify and effectively use research tools e.g. internet
- 確認並有效使用研究工具，如網路
- Research briefs, themes, and products/brands to design unique displays
- 研究設計概要、主題和產品／品牌以設計出獨特的陳列
- Research and develop display ideas to meet client/organizational goals/target market needs and aspirations
- 研究並發展符合顧客／組織目標／目標市場需求和願望的陳列構想
- Evaluate current trends in display design, equipment, and materials
- 評估陳列設計、設備和材料的當前趨勢
- Develop original concepts which clearly meet client/organizational goals/target market needs and aspirations
- 發展明確符合顧客／組織目標／目標市場需求和願望的獨創性概念
- Create and professionally present clean, professional mood boards to colleagues, managers, and related departments/professionals to include sketches, images, and colour fabric charts
- 建立明確且高水準的情緒板並專業地向同事、經理和相關部門／專業人士展示，包含草圖、圖片和布料色表

5	Design	設計	20

The individual needs to know and understand: 每位選手必須熟悉和瞭解：

- Full range of applications of IT programs e.g. Photoshop and Illustrator
- IT 電腦程式應用的全部範圍，如 Photoshop 和 Illustrator
- Technological developments and how to exploit them
- 技術發展和運用的方法
- Rendering
- 渲染
- Graphic design/2D design
- 平面設計／2D 設計
- Design of props and spaces/3D design
- 道具和空間設計／3D 設計

The individual shall be able to: 每位選手必須能夠：

- Make 2D and 3D designs, e.g. displays and windows with props and text
- 製作 2D 和 3D 設計，例如：使用道具和文字的陳列和展示設計
- Visualize and accurately 'translate' ideas and designs
- 視覺化和正確「說明」構想與設計
- Demonstrate brand empathy
- 展現品牌同理心
- Produce scale drawings by hand and by computer using Photoshop and Illustrator
- 透過手繪和電腦，使用 Photoshop 和 Illustrator 繪製比例圖
- Work within the available budgets
- 在可用的預算內執行
- Professionally present visuals to colleagues, managers and related departments/professionals and gain "sign off"
- 專業地向同事、經理和相關部門／專業人士展示視覺資料並「驗收簽字」

## 6 Implementation 執行

40

The individual needs to know and understand: 每位選手必須熟悉和瞭解：

- Principles of window display to include use and effectiveness of colour shapes and text, utilization, and most efficient use of space, balance, grouping, and product dynamics, focus, and specific use of lighting
- 櫥窗陳列的原則涵蓋：顏色、形狀和文字的使用和有效性；空間、平衡、群組、產品動態和焦點的善加利用和最高效使用；燈光的具體使用
- The objectives of window display: to achieve brand compatibility, effective display of products, impact, drama, commerciality, and aesthetics
- 櫥窗陳列的目標：實現品牌相容性、產品的有效陳列、影響、戲劇效果、商業性和美學
- Materials and their purposes/characteristics e.g. wood, MDF, PVC, glue, and paints
- 材料和其目的／特性，如木頭、MDF、PVC、黏著劑和顏料／油漆

The individual shall be able to: 每位選手必須能夠：

- Select and display merchandise according to their characteristics, interpretation of the original concepts and Briefs
- 根據櫥窗的特性及獨創性概念和設計概要的說明，選擇和陳列商品
- Present a range of products to include fashion, accessories, tableware, and books •
- 展示一系列的產品，涵蓋：流行時尚、配件、餐具和書本
- Collect, present, and support the merchandise to communicate effectively with the target markets
- 領取、展示並支持商品和目標市場進行有效溝通
- Handle all merchandise, mannequins, and materials with care including furniture, plinths, and support structures
- 小心管理所有商品、人體模型和材料，包含：家具、底座和支撐結構
- Accurately and efficiently plan task breakdowns for installation, including timings
- 正確且有效規劃安裝時的任務分解，包含：時間的安排
- Select, tint, and paint pure and clean surfaces to decorate walls, fixtures, and panels
- 為乾淨無瑕的表面選色、染色和上色，以裝飾牆面、固定裝置和門板
- Use different types of materials and tools to measure and cut precisely, and finish display
- 使用不同類型的材料和工具，精確測量、剪裁並完成陳列

- Cover floors and walls with materials as appropriate
- 以適合的材料覆蓋地板和牆面
- Professionally construct self-designed props, to enhance the theme, support the merchandise and communicate effectively with the target markets
- 專業製作自行設計的道具，以加強主題、支持商品、和目標市場進行有效溝通
- Collect and style products, dress, and style mannequins for maximum effect to enhance themes, support the merchandise, and communicate effectively with the target markets
- 領取產品、服飾、人體模型並進行造型設計以獲取最佳效果，進而加強主題、支持商品、和目標市場進行有效溝通
- Select and place all props, materials, and mannequins in an effective composition in windows to enhance themes, support the branding of the merchandise, and communicate effectively with the target markets
- 選擇所有的道具、材料和人體模型，並以有效構圖的方式擺放在櫥窗中，進而加強主題、支持商品品牌化、和目標市場進行有效溝通
- Maximize space and layouts of areas to best advantage
- 將區域的空間和布置最大化以取得最佳優勢
- Make creative use of lighting, allocate spotlights, and adjust lighting as required to ensure merchandise is highlighted appropriately
- 發揮創意運用燈光、分配聚光燈並依需求調整燈光，確保以適當方式突顯商品
- Review displays to ensure they are aesthetically pleasing and have the WOW factor
- 再次檢查，確保陳列美觀且具有令人叫好的因素
- Evaluate the effectiveness of window displays in supporting the intended merchandise and brands
- 評估用以支持預期商品和品牌的櫥窗陳列之有效性
- Check the final standard of installations and ensure they are complete, safe, neat, clean, tidy professional, and finished on time
- 檢查最終的安裝標準，確保陳列的完整性、安全、工整、乾淨、整齊專業且如期完成
- Analyse feedback and respond appropriately, making suggestions for improvements
- 分析意見並適當回應，提出改善的建議

---

**Total 總分**
**100**


---



## 3 The Assessment Strategy and Specification

### 評量策略與說明書

#### 3.1 General guidance 總則

Assessment is governed by the WorldSkills Assessment Strategy. The Strategy establishes the principles and techniques to which WorldSkills assessment and marking must conform.

評量由 WorldSkills 評量策略所管理，WorldSkills 評量和評分必須遵守該策略制定的原則與技巧。

Expert assessment practice lies at the heart of the WorldSkills Competition. For this reason, it is the subject of continuing professional development and scrutiny. The growth of expertise in assessment will inform the future use and direction of the main assessment instruments used by the WorldSkills Competition: the Marking Scheme, Test Project, and Competition Information System (CIS).

裁判評量實踐是國際技能競賽的核心，因此，它也是持續專業發展和審查的主體，評量的專業知識增長代表著國際技能競賽所採用的主要評量工具之未來用途和方向：評分方案、試題和競賽資訊系統（CIS）。

Assessment at the WorldSkills Competition falls into two broad types: measurement and judgement. For both types of assessment, the use of explicit benchmarks against which to assess each Aspect is essential to guarantee quality.

國際技能競賽的評量分為兩大類：測量與判斷，針對這兩種評量類型，使用明確的基準來評估每個細項是品質保證的重要關鍵。

The Marking Scheme must follow the weightings within the Standards. The Test Project is the assessment vehicle for the skill competition, and therefore also follows the Standards. The CIS enables the timely and accurate recording of marks; its capacity for scrutiny, support, and feedback is continuously expanding.

評分方案必須遵循標準中的權重，而作為技能競賽評量工具的試題，也須遵循標準，競賽資訊系統（CIS）不僅能及時準確地記錄分數，且具備持續擴充監督、支援和提供回饋等能力。

The Marking Scheme, in outline, will lead the process of Test Project design. After this, the Marking Scheme and Test Project will be designed, developed, and verified through an iterative process, to ensure that both together optimize their relationship with the Standards and the Assessment Strategy. They will be agreed by the Experts and submitted to WSI for approval together, in order to demonstrate their quality and conformity with the Standards.

簡言之，評分方案將引導試題設計的過程，隨後，透過反覆過程設計、制定並驗證評分方案和試題，確保最佳化兩者與標準之間的關係，為證明評分方案和試題的品質及符合標準的要求，兩者取得裁判同意後將一同提交 WSI 核准。

Prior to submission for approval to WSI, the Marking Scheme and Test Project will liaise with the WSI Skill Advisors for quality assurance and to benefit from the capabilities of the CIS.

在提交 WSI 核准前，請和 WSI 技能顧問密切討論評分方案和試題以確保其品質，並獲益於 CIS 功能的協助。

## 4 The Marking Scheme 評分方案

### 4.1 General guidance 總則

This section describes the role and place of the Marking Scheme, how the Experts will assess Competitors' work as demonstrated through the Test Project, and the procedures and requirements for marking.

本節說明評分方案的角色和位置、裁判如何透過試題以及評分程序和規定來評量選手展示的作品。

The Marking Scheme is the pivotal instrument of the WorldSkills Competition, in that it ties assessment to the standard that represents each skill competition, which itself represents a global occupation. It is designed to allocate marks for each assessed aspect of performance in accordance with the weightings in the Standards.

評分方案是國際技能競賽的關鍵工具，因為它將評量與代表各項技能競賽的標準聯繫在一起，而各項技能競賽本身即是一種全球性的職業。評分方案旨在依據標準中的權重，為每個細項表現分配分數。

By reflecting the weightings in the Standards, the Marking Scheme establishes the parameters for the design of the Test Project. Depending on the nature of the skill competition and its assessment needs, it may initially be appropriate to develop the Marking Scheme in more detail as a guide for Test Project design. Alternatively, initial Test Project design can be based on the outline Marking Scheme. From this point onwards the Marking Scheme and Test Project should be developed together.

評分方案藉由反映標準中的權重，為試題之設計設立參數。依技能性質及其評量需求之不同，較適合一開始就詳盡闡述評分方案，以作為設計試題的指南；或者也可以將評分方案的大綱作為試題初步設計的基礎，但在這之後，評分方案和試題應該同步發展。

Section 2.1 above indicates the extent to which the Marking Scheme and Test Project may diverge from the weightings given in the Standards, if there is no practicable alternative.

前述第 2.1 項明確指出，若無可行的替代方案，評分方案和試題可能在某種程度上偏離標準所訂定之權重。

For integrity and fairness, the Marking Scheme and Test Project are increasingly designed and developed by one or more independent people with relevant expertise. In these instances, the Marking Scheme and Test Project are unseen by Experts until immediately before the start of the skill competition, or competition module. Where the detailed and final Marking Scheme and Test Project are designed by Experts, they must be approved by the whole Expert group prior to submission for independent validation and quality assurance. Please see the Rules for further details.

秉持公正公平的原則，越來越多的評分方案和試題選擇由一位或多位具備相關專業的獨立人員共同設計與制定，在此情況下，裁判在競賽或該競賽模組開始前才能看到評分方案和試題，詳盡的最終版評分方案和試題若由裁判所設計，則在提交獨立單位確認並做出品質保證前，須獲得全體裁判評審團的核準，進一步的詳細內容，請參閱競賽規則。

Experts and Independent Assessors are required to submit their Marking Schemes and Test Projects for review, verification, and validation well in advance of completion. They are also expected to work with their Skill Advisor, reviewers, and verifiers, throughout the design and development process, for quality assurance and in order to take full advantage of the CIS's features.

裁判與獨立評分人員必須在完成評分方案和試題前，提交審查、驗證和確認，同時也希望在整個設計與制定過程中，他們能與自己的技能顧問、審查者和驗證者合作，以確保評分方案和試題的品質，並充分利用 CIS 的功能。

In all cases a draft Marking Scheme must be entered into the CIS at least eight weeks prior to the Competition. Skill Advisors actively facilitate this process.

在所有情況下，評分方案初稿最慢必須在競賽前 8 週輸入 CIS，技能顧問須積極促進此流程。

## 4.2 Assessment Criteria 評分標準

The main headings of the Marking Scheme are the Assessment Criteria. These headings are derived before, or in conjunction with, the Test Project. In some skill competitions the Assessment Criteria may be similar to the section headings in the Standards; in others they may be different. There will normally be between five and nine Assessment Criteria. Whether or not the headings match, the Marking Scheme as a whole must reflect the weightings in the Standards.

評分方案的主標題即為評分標準，這些主標題比試題還早出現或來自相關聯的試題，某些職類的評分標準可能與標準中的章節標題相似，其他職類則可能不盡相同，評分標準通常有 5 到 9 項，無論標題是否相符，整體評分方案必須反映標準中的權重。

Assessment Criteria are created by the person or people developing the Marking Scheme, who are free to define the Criteria that they consider most suited to the assessment and marking of the Test Project. Each Assessment Criterion is defined by a letter (A-I). *The Assessment Criteria, the allocation of marks, and the assessment methods, should not be set out within this Technical Description. This is because the Criteria, allocation of marks, and assessment methods all depend on the nature of the Marking Scheme and Test Project, which is decided after this Technical Description is published.*

評分標準由制定評分方案者（1人或以上）所建立，他們可以自行定義最適合試題評量與評分的標準，每一項評分標準皆以英文字母（A-I）定義。評分標準、配分和評分方法不應該在本技術說明書中進行說明，這是因為評分標準、配分和評分方法均取決於評分方案和試題的種類，而評分方案和試題則於本技術說明書公布後才做出決定。

The Mark Summary Form generated by the CIS will comprise a list of the Assessment Criteria and Sub Criteria.

由 CIS 產生的評分總表將包含評分標準及次評分標準清單。

The marks allocated to each Criterion will be calculated by the CIS. These will be the cumulative sum of marks given to each Aspect within that Assessment Criterion.

每項標準獲得的分數將由 CIS 計算，計算結果將成為該評分標準中每一細項的累計總分。

### 4.3 Sub Criteria 次評分標準

Each Assessment Criterion is divided into one or more Sub Criteria. Each Sub Criterion becomes the heading for a WorldSkills marking form. Each marking form (Sub Criterion) contains Aspects to be assessed and marked by measurement or judgement, or both measurement and judgement.

每項評分標準可分為一個或多個次評分標準，每個次評分標準則為 WorldSkills 評分表的標題，每份評分表（次評分標準）包含經由測量或判斷方式評量和評分的細項，抑或是兩者兼具。

Each marking form (Sub Criterion) specifies both the day on which it will be marked, and the identity of the marking team.

每份評分表（次評分標準）上都詳細指明評分日期和評分小組的身分。

### 4.4 Aspects 評分細項

Each Aspect defines, in detail, a single item to be assessed and marked, together with the marks, and detailed descriptors or instructions as a guide to marking. Each Aspect is assessed either by measurement or by judgement.

每一評分細項都詳細定義出待評量和評分的單項和該給予之分數，並作為給分指南詳細描述或說明之。評分細項一律採測量或判斷評分。

The marking form lists, in detail, every Aspect to be marked together with the mark allocated to it. The sum of the marks allocated to each Aspect must fall within the range of marks specified for that section of the Standards. This will be displayed in the Mark Allocation Table of the CIS, in the following format, when the Marking Scheme is reviewed from C-8 weeks. (Section 4.1 refers.)

評分表上詳細列出每一個待評分的細項及配分。各評分細項獲得的分數總和必須落在標準中指定的分數範圍內。自競賽前 8 週（C-8）起，當評分方案通過審查後（請參閱本文第 4.1 項），分數就會顯示在 CIS 配分表中，如下圖格式所示。

		CRITERIA								TOTAL MARKS PER SECTION	WSSS MARKS PER SECTION	VARIANCE
		A	B	C	D	E	F	G	H			
STANDARDS SPECIFICATION SECTION	1	5.00								5.00	5.00	0.00
	2		2.00					7.50		9.50	10.00	0.50
	3								11.00	11.00	10.00	1.00
	4			5.00						5.00	5.00	0.00
	5				10.00	10.00	10.00			30.00	30.00	0.00
	6		8.00	5.00				2.50	9.00	24.50	25.00	0.50
	7			10.00				5.00		15.00	15.00	0.00
	TOTAL MARKS	5.00	10.00	20.00	10.00	10.00	10.00	15.00	20.00	100.00	100.00	2.00

### 4.5 Assessment and marking 評量與評分

There is to be one marking team for each Sub Criterion, whether it is assessed and marked by judgement, measurement, or both. The same marking team must assess and mark all Competitors. Where this is impracticable (for example where an action must be done by every Competitor simultaneously, and must be observed doing so), a second tier of assessment and marking will be put in place, with the approval of the Competitions Committee Management Team. The marking teams

must be organized to ensure that there is no compatriot marking in any circumstances. (Section 4.6 refers.)

無論評量與評分採判斷、測量或兩者兼之的方式，每一個次要評分標準均由一個評分小組負責，同一個評分小組須對所有選手進行評量與評分。若此方式不可行（例如：某項動作必須所有選手在被監看的情況下同時進行），則可在取得競賽委員會管理小組核准後，制定第二層評量與評分。評分小組之組成必須確保在任何情況下均沒有同國評分之狀況。（請參閱第 4.6 項）

## 4.6 Assessment and marking using judgement 判斷評量與評分

Judgement uses a scale of 0-3. To apply the scale with rigour and consistency, judgement must be conducted using:

判斷評分採用 0-3 分制量表，為明確且一致的使用量表，必須依下列方式做出判斷：

- benchmarks (criteria) for detailed guidance for each Aspect (in words, images, artefacts or separate guidance notes)
- 每一個評分細項（以文字、圖像、人工製品或獨立指南說明所示）基準（標準）之詳細指南
- the 0-3 scale to indicate: 0-3 分制量表指出：
  - 0: performance below industry standard 表現低於業界標準
  - 1: performance meets industry standard 表現符合業界標準
  - 2: performance meets and, in specific respects, exceeds industry standard
  - 表現符合業界標準且在特定方面超越業界標準
  - 3: performance wholly exceeds industry standard and is judged as excellent
  - 整體表現超越業界標準且判斷為傑出

Three Experts will judge each Aspect, normally simultaneously, and record their scores. A fourth Expert coordinates and supervises the scoring, and checks their validity. They also act as a judge when required to prevent compatriot marking.

每一評分細項均由 3 位裁判負責判斷評分，通常會同時記錄下他們的分數。第 4 位裁判則負責調節和監督給分，確認分數的有效性，必要時，亦須擔任法官的角色，預防發生同國評分之情況。

## 4.7 Assessment and marking using measurement 測量評量與評分

Normally three Experts will be used to assess each aspect, with a fourth Expert supervising. In some circumstances the team may organize itself as two pairs, for dual marking. Unless otherwise stated, only the maximum mark or zero will be awarded. Where they are used, the benchmarks for awarding partial marks will be clearly defined within the Aspect. To avoid errors in calculation or transmission, the CIS provides a large number of automated calculation options, the use of which is mandated.

通常每一評分細項均由 3 位裁判負責，並由第 4 位裁判在旁監督，在某些情況下，評分小組可分為兩組（兩人一組），以進行雙重評分。除非另有說明，才能給予 0 分或最高分，當此情形適用時，給予部分分數之基準將明確定義在該評分細項中。為避免計算或傳送過程中出現錯誤，請務必使用 CIS 提供的多種自動計算選項。

## 4.8 The use of measurement and judgement 測量和判斷的使用方法

Decisions regarding the choice of criteria and assessment methods will be made during the design of the competition through the Marking Scheme and Test Project.

關於標準和評分方式的選擇，將於競賽設計期間透過評分方案和試題來決定。

## 4.9 Skill assessment strategy 技能評量策略

WorldSkills is committed to continuous improvement. This particularly applies to assessment. The SMT is expected to learn from past and alternative practice and build on the validity and quality of assessment and marking.

WorldSkills 致力於持續不斷的提升，這特別適用於評量方面，SMT 期望能汲取過去的經驗，在有效和優質評量和評分的基礎上採用替代做法。



To be developed by all Experts on the WorldSkills Discussion Forum once the Test Project has been decided.

決定試題後，由所有裁判在WorldSkills論壇上制定技能評量策略。

## 4.10 Skill assessment procedures 技能評量程序

Assessment and marking are an intense process that depends upon skilful leadership, management, and scrutiny.

評量與評分是一個令人緊張的過程，需具備技能領導、管理和監督能力。

The Experts are split into groups according to WorldSkills experience, culture, language, etc. The groups will judge a similar percentage of marks.

根據 WorldSkills 的參與經驗、文化、語言等因素為裁判分組，每一組負責相近的分數百分比。

The groups will assess the same aspects for all Competitors rather than the complete module for just a few Competitors.

小組將針對所有選手評量相同細項，而非僅針對少數選手評量完成的模組。

	Day 1 第 1 天	Day 2 第 2 天	Day 3 第 3 天	Day 4 第 4 天
	Activity 活動	Activity 活動	Activity 活動	Activity 活動
<b>First hour</b> 第 1 個小時	Research and design 研究與設計	Make/install 製作／安裝	Make/install 製作／安裝	Make/install 製作／安裝
<b>Second hour</b> 第 2 個小時	Research and design 研究與設計	Make/install 製作／安裝	Make/install 製作／安裝	Make/install 製作／安裝
<b>Third hour</b> 第 3 個小時	Research and design 研究與設計	Make/install 製作／安裝	Make/install 製作／安裝	Make/install 製作／安裝
<b>Fourth hour</b> 第 4 個小時	Research and design 研究與設計	Make /install 製作／安裝	Make /install 製作／安裝	Judging 評分
<b>Fifth hour</b> 第 5 個小時	Research and design 研究與設計	Make/install 製作／安裝	Make/install 製作／安裝	
<b>Sixth hour</b> 第 6 個小時	Research and design 研究與設計	Make /install 製作／安裝	Make /install 製作／安裝	
<b>Seventh hour</b> 第 7 個小時	Judging 評分			

## 5 The Test Project 試題

### 5.1 General notes 一般注意事項

Sections 3 and 4 govern the development of the Test Project. These notes are supplementary.

試題的制定請見本文第 3 條和第 4 條，此處注意事項為補充說明。

Whether it is a single entity, or a series of stand-alone or connected modules, the Test Project will enable the assessment of the applied knowledge, skills, and behaviours set out in each section of the WSOS.

無論試題是單一實體、一系列獨立或相關的模組，都能作為 WSOS 各項目中闡述的應用知識、技能和行為之評量。

The purpose of the Test Project is to provide full, balanced, and authentic opportunities for assessment and marking across the Standards, in conjunction with the Marking Scheme. The relationship between the Test Project, Marking Scheme, and Standards will be a key indicator of quality, as will be its relationship with actual work performance.

試題的目的是在標準中，結合評分方案，提供完整、不偏不倚且可靠的評量與評分機會。試題、評分方案及標準之間的關係是品質的關鍵指標，如同三者與實作表現之間的關係。

The Test Project will not cover areas outside the Standards, or affect the balance of marks within the Standards other than in the circumstances indicated by Section 2. This Technical Description will note any issues that affect the Test Project's capacity to support the full range of assessment relative to the Standards. Section 2.1 refers.

試題範圍既不涵蓋標準外的內容，亦不會影響標準內的分數平衡，本文第 2 條所指的情況除外。凡影響試題能否支持與標準有關的完整評量範圍之問題，本技術說明書都會註記，請參閱第 2.1 項。

The Test Project will enable knowledge and understanding to be assessed solely through their applications within practical work. The Test Project will not assess knowledge of WorldSkills rules and regulations.

試題僅對知識和理解力在實作中的應用進行評量，而不會對 WorldSkills 規則與規範的知識進行評量。

Most Test Projects (and Marking Schemes) are now designed and developed independently of the Experts. They are designed and developed either by the Skill Competition Manager, or an Independent Test Project Developer, normally from C-12 months. They are subject to independent review, verification, and validation. (Section 4.1 refers.)

大部分的試題（和評分方案）現在都由裁判們獨立設計與制定，通常從競賽前 12 週（C-12）起，開始由技能競賽經理或獨立命題人員進行設計和制定，且須經過獨立審查、驗證和確認。（請參閱第 4.1 項）

The information provided below will be subject to what is known at the time of completing this Technical Description, and the requirement for confidentiality.

以下提供資訊將以本技術說明書完成時的內容與保密規定為準。

Please refer to the current version of the Competition Rules for further details.

請參閱現有的競賽規則版本以取得進一步的詳細資訊。



## 5.2 Format/structure of the Test Project 試題的格式／結構

The Test Project is a series of nine (9) separately assessed modules.

試題是一系列獨立評量的 9 個模組。

## 5.3 Test Project design requirements 試題的設計規定

The Test Project is completed individually. Each Competitor is given one mock shop window, a working area, and storage space. Competitors are provided with an identical set of materials and tools on the Familiarization Day on C-2. They are expected to research, design, and install one 3D visual retail display.

試題由 1 位選手單獨完成，每位選手會分配到 1 個商店櫥窗模型、工作區域和存放空間，在競賽前 2 天的熟悉場地期間，所有選手將拿到完全相同的材料和工具組，可以進行研究、設計及安裝 1 個 3D 視覺化零售陳列。

### Day one: Research and design platform

#### 第 1 天：研究與設計展示台

- Research and inspiration via the internet;
- 透過網路進行研究並取得靈感；
- Design and present your complete display ideas
- 設計並展示完整的陳列構想；

### Day two: Prepare and make and implement platform

#### 第 2 天：準備、製作與執行展示台

- Make props and prepare your display;
- 製作道具並準備陳列；
- Style and present the product
- 進行造型設計並展示產品
- Install your complete presentation;
- 安裝完整的陳列；

### Day three: Prepare and make and implement platform

#### 第 3 天：準備、製作與執行展示台

- Make props and prepare your display;
- 製作道具並準備陳列；
- Style and present the product
- 進行造型設計並展示產品
- Install your complete presentation
- 安裝完整的陳列；

### Day four: Implementation of platform

#### 第 4 天：執行展示台

- Product styling and presentation;
- 產品的造型設計與陳列；
- Install your complete presentation;
- 安裝完整的陳列；
- Show your skills in visual merchandising.
- 以展示設計的方式展現技能。

## 5.4 Test Project development 制定試題

The Test Project MUST be submitted using the templates provided by WorldSkills International ([www.worldskills.org/expertcentre](http://www.worldskills.org/expertcentre)). Use the Word template for text documents and DWG template for drawings.

試題務必以國際技能競賽組織提供的模板提交（[www.worldskills.org/expertcentre](http://www.worldskills.org/expertcentre)），文字文件使用 Word 模板，圖稿使用 DWG 模板。

### 5.4.1 Who develops the Test Project or modules 試題或模組的制定者

The Test Project/modules are developed by an Independent Test Project Designer in collaboration with the Skill Competition Manager. The Experts will contribute to this on the WorldSkills Discussion Forum no later than six (6) months prior to the Competition.

試題／模組由獨立命題人員與技能競賽經理合作制定，裁判們必須於競賽前 6 個月在 WorldSkills 論壇上為試題／模組貢獻一己之力。

### 5.4.2 When is the Test Project developed 試題的制定時間

The Test Project/modules are developed according to the following timeline:

根據下列時間表制定試題／模組：

Time 時間	Activity 活動
Prior to the Competition 競賽前	The Test Project/modules are developed by the Independent Test Project Designer. 試題／模組由獨立命題人員制定。
Six (6) months prior to the Competition 競賽前 6 個月	The Test Project is discussed jointly by all Experts on the WorldSkills Discussion Forum. 試題由全體裁判在 WorldSkills 論壇上共同討論。

Four (4) months prior to the Competition 競賽前 4 個月	The Experts vote for agreement of the developed Test Project. The Test Project is circulated on the WorldSkills website. 裁判投票同意制定的試題並公布於 WorldSkills 網站上。
At the Competition on C1 競賽第 1 天	The Client Brief and secret material list are presented to Competitors and Experts. 向選手和裁判展示客戶的設計概要與神秘箱材料。



## 5.5 Test Project initial review and verification

### 試題的最初審查與驗證

The purpose of a Test Project is to create a challenge for Competitors which authentically represents working life for an outstanding practitioner in an identified occupation. By doing this, the Test Project will apply the Marking Scheme and fully represent the WSOS. In this way it is unique in its context, purpose, activities, and expectations,

試題的目的是為選手創造挑戰，因為他們真正代表的是在已確認職業中出色從業人員的工作生活，透過此作法，試題將應用評分方案並完整體現 WSOS 精神，在其背景、目的、活動和期望中都是獨特的存在。

To support Test Project design and development, a rigorous quality assurance and design process is in place (Competition Rules sections 10.6-10.7 refer.) Once approved by WorldSkills, the Independent Test Project Designer is expected to identify one or more independent, expert, and trusted individuals initially to review the Designer's ideas and plans, and subsequently to verify the Test Project, prior to validation.

以恰當的嚴格品質保證和設計過程支持試題設計與制定（請參閱競賽規則第 10.6-10.7 項），WorldSkills 核准後，希望獨立命題人員能讓一位或多位獨立人員、裁判和可信賴者參與最初的命題者想法與計畫審查，然後在試題確認前進行驗證。

A Skill Advisor will ensure and coordinate this arrangement, to guarantee the timeliness and thoroughness of both initial review, and verification, based on the risk analysis that underpins Section 10.7 of the Competition Rules.

技能顧問將協調並確保此安排順利進行，並根據支持競賽規則第 10.7 項的風險分析，保證最初審查和驗證的適時性與完整性。

## 5.6 Test Project validation 確認試題

The Skill Competition Manager coordinates the validation and will ensure that the Test Project/modules can be completed within the material, equipment, knowledge, and time constraints of Competitors.

技能競賽經理須協調試題確認流程，確保試題／模組能在競賽材料、設備、知識和時間的限制下完成。

## 5.7 Test Project selection 挑選試題

The Experts vote for agreement of the developed Test Project by the Independent Test Project Designer, prior to the start of the competition.

競賽開始前，裁判須投票同意由獨立命題人員制定的試題。

## 5.8 Test Project circulation 公布試題

If applicable, the Test Project is circulated via the website as follows:

如適用，試題可經由網站公布，如下：

The Test Project/modules are circulated four (4) months prior to the competition.

試題／模組於競賽前 4 個月公布。

## 5.9 Test Project coordination (preparation for Competition)

## 協調試題（為競賽作準備）

Coordination of the Test Project/modules is undertaken by the Skill Competition Manager.

協調試題／模組的工作由技能競賽經理負責。

### 5.10 Test Project change 更動試題

The Client Brief and the secret materials constitute the 30% change as required by WorldSkills. This is presented to Competitors at the beginning of C1.

由客戶設計概要和神秘箱材料所構成的 30% 更動部分為 WorldSkills 所要求，將於競賽第 1 天（C1）的一開始向選手展示。

### 5.11 Material or manufacturer specifications 材料或製造商的規範

Specific material and/or manufacturer specifications required to allow the Competitor to complete the Test Project will be supplied by the Competition Organizer and are available from [www.worldskills.org/infrastructure](http://www.worldskills.org/infrastructure) located in the Expert Centre. However, note that in some cases details of specific materials and/or manufacturer specifications may remain secret and will not be released prior to the Competition. These such items may include those for fault finding modules or modules not circulated.

讓選手得以完成試題的必要特定材料和／或製造商規範，將由競賽主辦單位提供，也可以從位於網站「裁判中心區」的 [www.worldskills.org/infrastructure](http://www.worldskills.org/infrastructure) 取得。但請注意，在部分情況下，特定材料和／或製造商規範的詳細資訊可能處於保密狀態，不得於競賽前公布，這些項目包含故障排除或不公開的模組。

## 6 Skill management and communication

### 技能管理與溝通

#### 6.1 Discussion Forum 論壇

Prior to the Competition, all discussion, communication, collaboration, and decision making regarding the skill competition must take place on the skill specific Discussion Forum (<http://forums.worldskills.org>). Skill related decisions and communication are only valid if they take place on the forum. The Chief Expert (or an Expert nominated by the Chief Expert) will be the moderator for this Forum. Refer to Competition Rules for the timeline of communication and competition development requirements.

競賽之前，所有與技能競賽有關的討論、溝通、合作和決策，必須在該職類論壇（<http://forums.worldskills.org>）內進行，唯有在論壇內被採用的技能相關決策和溝通才具有效力。論壇主持人為裁判長（或裁判長任命的裁判），有關溝通與競賽發展要求的時間表，請參閱競賽規則。

#### 6.2 Competitor information 選手資訊

All information for registered Competitors is available from the Competitor Centre ([www.worldskills.org/competitorcentre](http://www.worldskills.org/competitorcentre)).

已登錄的選手可在網站中的「選手中心區」取得資訊（[www.worldskills.org/competitorcentre](http://www.worldskills.org/competitorcentre)）。

This information includes: 資訊包括：

- Competition Rules 競賽規則
- Technical Descriptions 技術說明書
- Mark Summary Form (where applicable) 評分總表（如適用）
- Test Projects (where applicable) 試題（如適用）
- Infrastructure List 場地設備材料清單
- WorldSkills Health, Safety, and Environment Policy and Regulations WorldSkills 健康安全與環境政策與規章
- Other Competition-related information 其他競賽相關資訊

#### 6.3 Test Projects [and Marking Schemes] 試題〔和評分方案〕

Circulated Test Projects will be available from [www.worldskills.org/testprojects](http://www.worldskills.org/testprojects) and the Competitor Centre ([www.worldskills.org/competitorcentre](http://www.worldskills.org/competitorcentre)).

已公告的試題請見 [www.worldskills.org/testprojects](http://www.worldskills.org/testprojects) 及「選手中心區」（[www.worldskills.org/competitorcentre](http://www.worldskills.org/competitorcentre)）。

#### 6.4 Day-to-day management 日常管理

The day-to-day management of the skill during the Competition is defined in the Skill Management Plan that is created by the Skill Management Team led by the Skill Competition Manager. The Skill Management Team comprises the Skill Competition Manager, Chief Expert, and Deputy Chief Expert. The Skill Management Plan is progressively developed in the six months prior to the Competition and finalized at the Competition by agreement of the Experts. The Skill Management Plan can be viewed in the Expert Centre ([www.worldskills.org/expertcentre](http://www.worldskills.org/expertcentre)).

競賽期間的技能日常管理定義於技能管理計畫內；該計畫係由技能競賽經理領導的技能管理小組所建立，技能管理小組由技能競賽經理、裁判長和副裁判長組成，技能管理計畫於賽前 6 個月內逐步發展而成，並在競賽時經全體裁判同意後定案，技能管理計畫可見於「裁判中心區」（[www.worldskills.org/expertcentre](http://www.worldskills.org/expertcentre)）。

## 6.5 General best practice procedures 一般最佳實務程序

General best practice procedures clearly delineate the difference between what is a best practice procedure and skill-specific rules (section 9). General best practice procedures are those where Experts and Competitors CANNOT be held accountable as a breach to the Competition Rules or skill-specific rules which would have a penalty applied as part of the Issue and Dispute Resolution procedure including the Code of Ethics and Conduct Penalty System. In some cases, general best practice procedures for Competitors may be reflected in the Marking Scheme.

一般最佳實務程序明確描述最佳實務程序的內容和技能之特殊規定（第9項）之間的差異，一般最佳實務程序是在裁判和選手無法對違反競賽規則或技能之特殊規定負責時，作為問題與爭議解決程序的一部分給予懲處，如倫理規範與行為守則懲處系統。在部分情況下，針對選手部分的一般最佳實務程序將反映在評分方案中。

Topic/task 主題／工作任務	Best practice procedure 最佳實務程序
Assessment 評量	<ul style="list-style-type: none"> <li>All Experts will undertake mandatory assessment training, should any Expert be found to not understand how to assess professionally, the Skill Competition Manager and Chief Expert have the right to remove them from the marking team in consultation with the Competitions Committee Delegate. The Expert is allowed to observe marking to gain experience, but cannot comment or interfere in the marking process</li> <li>所有裁判都必須接受強制性的評量訓練，若發現有任何裁判不瞭解專業評量方式，技能競賽經理和裁判長經諮詢競賽委員會代表後，有權力將其從評分小組中除名，該名裁判仍可觀看評分過程以汲取經驗，但不能給予意見或干涉評分過程。</li> <li>Experienced Experts are allocated to lead marking teams. These leaders are allocated by Skill Competition Manager and Chief Expert.</li> <li>由技能競賽經理和裁判長分派經驗豐富的裁判作為領導評分小組的人。</li> <li>Whilst undertaking assessment, the Skill Competition Manager, Chief Expert, and Deputy Chief Expert have the right to observe marking and remove any Expert who does not understand the marking criteria, is marking inconsistently, or marking with prejudice or personal preference. This is done in consultation with the Competitions Committee Delegate.</li> <li>評量過程中，技能競賽經理、裁判長和副裁判長有權力觀看評分過程，並在經過諮詢競賽委員會代表後，將不瞭解評分標準、給分不一致，或是帶偏見、個人好惡給分的裁判從評分小組中除名。</li> </ul>
Competition etiquette 競賽規矩	<ul style="list-style-type: none"> <li>No Experts or Interpreters are allowed to loiter around one Competitors workstation during competition time as it may potentially distract Competitors.</li> <li>競賽期間，裁判或翻譯均不得在選手的工作場地周圍閒晃，因為這有可能分散選手的注意力。</li> </ul>

## 7 Skill-specific safety requirements 技能之特殊安全要求

Refer to WorldSkills Health, Safety, and Environment Policy and Regulations for Host country or region regulations.

請參閱主辦國或主辦地區的 WorldSkills 健康安全與環境政策與規章。

Task 工作任務	Safety glasses with side protection 具側邊防護的護目鏡	heat protective gloves 隔熱手套	latex gloves 乳膠手套	safety shoes 安全鞋	sturdy shoes with closed toe and heel 堅固耐用的包頭鞋	Ear plugs or Ear protection 耳塞或耳部防護目	dusk mask 防塵口罩	Protective clothing – PLASTIC apron 防護衣 – 塑膠圍裙
General PPE for safe areas 安全區域的一般個人防護設備					√			
Painting 使用顏料／油漆	√		√	√				√
Positioning hot lights 定位會發熱的照明裝置		√		√				
Used with electric tools for sawing/drilling/sanding 使用電動工具鋸／鑽／研磨材料	√			√		√	√	



## 8 Materials and equipment 材料與設備

### 8.1 Infrastructure List 場地設備材料清單

The Infrastructure List details all equipment, materials, and facilities provided by the Competition Organizer.

場地設備材料清單詳列競賽主辦單位提供的所有設備、材料和設施。

The Infrastructure List is available at [www.worldskills.org/infrastructure](http://www.worldskills.org/infrastructure).

場地設備材料清單請見 [www.worldskills.org/infrastructure](http://www.worldskills.org/infrastructure)。

The Infrastructure List specifies the items and quantities requested by the Skill Management Team for the next Competition. The Competition Organizer will progressively update the Infrastructure List specifying the actual quantity, type, brand, and model of the items. Note that in some cases details of specific materials and/or manufacturer specifications may remain secret and will not be released prior to the Competition. These such items may include those for fault finding modules or modules not circulated.

場地設備材料清單明定技能管理小組為下場競賽所要求的品項和數量，競賽主辦單位將逐步更新清單，列明品項實際數量、種類、品牌和型號。請注意，在部分情況下，特定材料和／或製造商規範的詳細資訊可能處於保密狀態，不得於競賽前公布，這些項目包含故障排除或不公開的模組。

At each Competition, the Skill Management Team must review and update the Infrastructure List in preparation for the next Competition. The Skill Competition Manager must advise the Director of Skills Competitions of any increases in space and/or equipment.

每次競賽時，技能管理小組必須檢視並更新場地設備材料清單，為下場競賽做準備，如需增加任何空間和／或設備，請技能競賽經理務必告知技能競賽主任。

At each Competition, the Technical Observer must audit the Infrastructure List that was used at that Competition.

每次競賽時，技術觀察員務必稽查該競賽使用的場地設備材料清單。

The Infrastructure List does not include items that Competitors and/or Experts are required to bring and items that Competitors are not allowed to bring – they are specified below.

場地設備材料清單不包括選手和／或裁判必須自備的品項，也不包括選手不得攜帶的品項－如下所列。

There is also a secret material list, with secret props and material chosen by the sponsor.

亦提供神秘箱材料清單，以及由贊助廠商所選的神秘箱道具和材料。

### 8.2 Competitors toolbox 選手的工具箱

Competitors are not allowed to send a toolbox to the Competition. All tools are provided by the Competition Organizer.

選手不得將工具箱寄送至競賽場，所有工具由競賽主辦單位提供。

### 8.3 Materials, equipment, and tools supplied by Competitors 選手工具箱中自備的材料、設備和工具

It is not applicable for the Visual Merchandising skill competition for Competitors to bring materials, equipment, and tools to the Competition.

不適用展示設計職類，因為該職類選手無須攜帶材料、設備和工具至競賽場。

Competitors are required to supply their own Personal Protective Equipment as specified in section 7 skill-specific safety requirements.

選手必須自備個人防護設備，如第 7 項技能之特殊安全要求所述。

## 8.4 Materials, equipment, and tools supplied by Experts

### 裁判自備的材料、設備和工具

Experts are not required to bring materials, equipment, or tools. All is supplied by the Competition Organizer.

裁判無須自備的材料、設備和工具，這些將由競賽主辦單位提供。

Experts are required to supply their own Personal Protective Equipment as specified in section 7 skill-specific safety requirements.

裁判必須自備個人防護設備，如第 7 項技能之特殊安全要求所述。

## 8.5 Materials and equipment prohibited in the skill area

### 職類區域內禁用的材料和設備

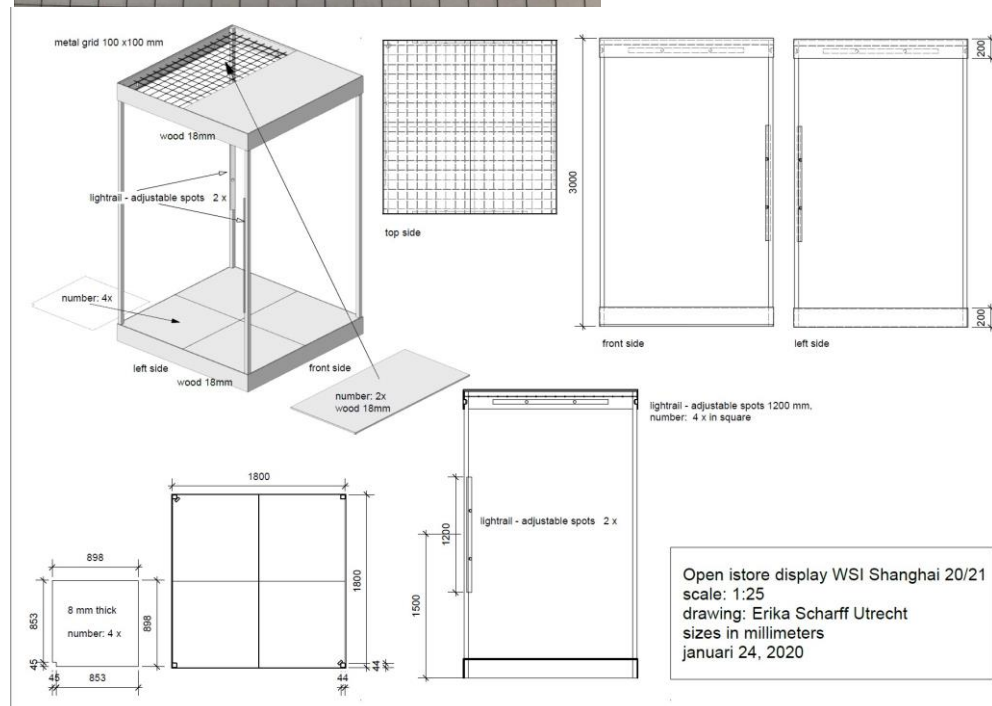
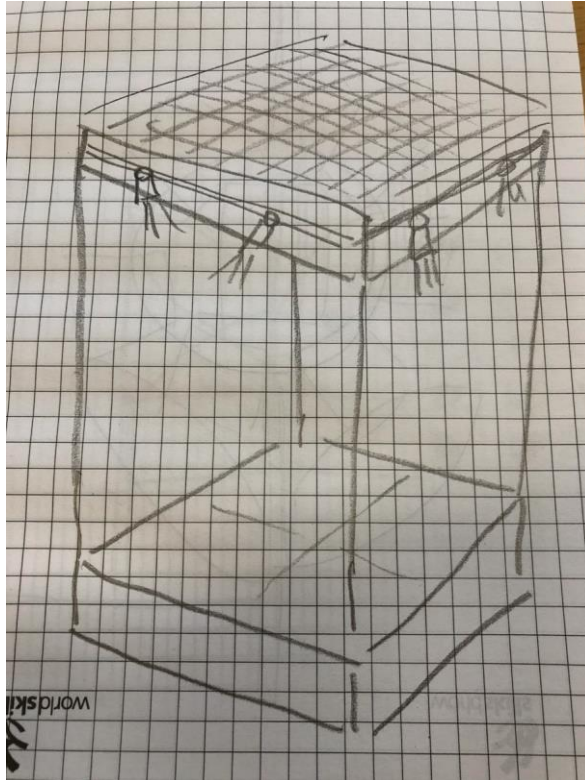
Competitors and Experts are prohibited to bring any materials or equipment not listed in section 8.3 and section 8.4.

選手和裁判禁止攜帶非第 8.3、8.4 項所列之任何材料或設備。



Each platform has four extra floor panels size 999 mm x 999 mm, a ceiling with grid and spotlight on rail with adjustable spots.

每個展示台有4片額外的地板（尺寸：999 mm x 999 mm），帶格柵的天花板和安裝於軌道上的聚光燈，可調整位置。



Each Competitor will have a working area. The working area around or next this platform will have a desk and a workbench and is with built in storage and additional storage space. The workstation is approximately 6 m x 8 m.

每位選手將配有工作區域，位置在展示台附近或旁邊，提供桌子和工作檯，以及嵌入式存放空間和額外的存放空間，工作區域面積大約 6 m x 8 m。

- Each Competitor will be provided with the same core materials and tools from the Infrastructure List;
- 每位選手將拿到場地設備材料清單中所列的相同關鍵材料和工具；
- A Sponsor will provide product to inform the design and use in the display installation;
- 贊助廠商將提供用於說明設計和陳列安裝中的產品；
- A client brief supporting the Test Project will be communicated on C1;
- 支持試題的客戶設計概要將於競賽第 1 天討論；
- Surprise large and small materials will be shown at the start of C1 with to reading the Test Project and prior to Compatriot Communication;
- 神秘箱的大型和小型材料將於競賽第 1 天選手和裁判交流前的閱讀試題期間進行展示；
- A lottery system will determine the surprise props allocated to each Competitor;
- 由抽籤系統決定分派給每位選手的神秘箱道具；
- The type of surprise material depends on the product offer by a sponsor and the theme /trend selected, which will stay secret until C1;
- 神秘箱材料的類型取決於贊助廠商所提供的產品和挑選的主題／趨勢，競賽第 1 天前均不得公開。
- The materials will be a range of different types of materials, in order to support innovation of design, prop making and implementation. This also allows more diversity and style choice for each Competitor;
- 神秘箱材料將會是一系列不同類型的材料，以支持設計的創新性、道具製作和執行，亦可提供選手更多元的風格選擇。
- The quantity of materials will be enough to allow choice for the Competitor but not include excess to encourage minimum waste and support sustainability.
- 材料的數量足夠提供選手選擇，但不包括濫用，我們鼓勵降低減少資源浪費並支持永續發展。

## 9 Skill-specific rules 技能之特殊規定

Skill-specific rules cannot contradict or take priority over the Competition Rules. They do provide specific details and clarity in areas that may vary from skill competition to skill competition. This includes but is not limited to personal IT equipment, data storage devices, Internet access, procedures and workflow, and documentation management and distribution. Breaches of these rules will be solved according to the Issue and Dispute Resolution procedure including the Code of Ethics and Conduct Penalty System.

技能之特殊規定不得違背或優先於競賽規則，提供不同職類間可能有所差異的明確具體細節，包括但不限於個人 IT 設備、資料儲存裝置、網路存取、程序與工作流程及檔案管理與發送。違反以下規定，將依包含倫理規範與行為守則懲處系統在內的問題與爭議解決程序解決。

Topic/task 主題／工作任務	Skill-specific rule 技能之特殊規定
Use of technology – USB, memory sticks 科技產品的使用 – USB、記憶卡	<ul style="list-style-type: none"> <li>Chief Expert, Deputy Chief Expert, Experts, Competitors, and Interpreters are not allowed to bring or use personal memory sticks, they are only allowed to use memory sticks provided by the Competition Organizer. No other memory sticks are to be inserted into the Competitor computers. If personal items are brought into the workshop they must be locked in the personal locker and can only be removed at the end of each day. The Skill Competition Manager and Workshop Managers are exempt from this rule.</li> <li>裁判長、副裁判長、裁判、選手和翻譯均不得攜帶或使用個人記憶卡，只能使用競賽主辦單位提供的記憶卡，其他記憶卡一律不得插入選手的電腦中。若攜帶個人物品進入工作場地，則必須鎖在個人置物櫃內，僅在每日競賽結束後才可拿出，技能競賽經理和場地經理則不在此限。</li> <li>The Skill Competition Manager and Workshop Managers can take memory devices outside the workshop only in the case of needing IT support to test if a device is faulty or corrupted.</li> <li>技能競賽經理和場地經理只有在需要 IT 支援的情況下才能將記憶卡帶出工作場地外，如測試裝置是否錯誤或損壞。</li> <li>Memory sticks or other portable memory devices are to be submitted to the Chief Expert at the end of each day for safe keeping and must not be taken out of the workshop.</li> <li>每日競賽結束後，須將記憶卡或任何其他可攜式記憶體裝置交給裁判長保管，且不得帶出工作場地。</li> </ul>
Use of technology – personal laptops, tablets and mobile phones 科技產品的使用 – 個人筆電、平板電腦和手機	<ul style="list-style-type: none"> <li>Experts and Interpreters are allowed to use personal laptops, tablets, and mobile phones in the Expert room only.</li> <li>裁判和翻譯僅能在裁判休息室中使用個人筆電、平板電腦和手機。</li> <li>The Skill Competition Manager, Chief Expert, and Deputy Chief Expert are allowed to use these devices outside the Expert room when undertaking competition duties.</li> <li>技能競賽經理、裁判長和副裁判長在執行競賽工作時，則必須在裁判休息室外使用這些裝置。</li> <li>Competitors are not allowed to bring personal laptops, tablets, or mobile phones into the workshop. If personal items are brought into the workshop they must be locked in the personal locker and can only be removed at lunch time and the end of each day.</li> <li>選手不得將個人筆電、平板電腦或手機帶進工作場地。若攜帶個人物品進入工作場地，則必須鎖在個人置物櫃內，僅在</li> </ul>



---

午餐時間及每日競賽結束後才可拿出。

---

Use of technology –  
personal photo and video  
taking devices

科技產品的使用 – 個人  
拍照和攝影設備

- Skill Competition Manager, Chief Expert, Deputy Chief Expert, Experts, Competitors, and Interpreters are allowed to use personal photo and video taking devices to take photographs at the conclusion of each competition day.
  - 技能競賽經理、裁判長、副裁判長、裁判、選手和翻譯僅能在每日競賽結束後使用個人拍照和攝影設備。
-



## 10 Visitor and media engagement

### 觀眾與媒體參與

Following is a list of possible ways to maximize visitor and media engagement:

下列為能擴大觀眾與媒體參與的可行性方法清單：

- Test Project descriptions communicating to a wider audience the nature of visual merchandising;
- 試題說明應能向更多觀眾傳達展示設計的本質；
- Enhanced understanding of Competitor activity;
- 增進觀眾對選手活動的理解；
- Competitor profiles;
- 選手個人資料；
- Try-a-Skill e.g. mannequin styling, basic grouping of product;
- 「技能體驗區（Try-A-Skill）」，例如：人體模型造型設計、產品的基本分組；
- Interaction with the media
- 與媒體互動
- Make a time lapse movie to demonstrate the complete process of developing a window display.
- 製作縮時影片，展示完整的櫥窗陳列發展過程。

## 11 Sustainability 永續性

This skill competition will focus on the sustainable practices below:

該職類將關注下列的永續實踐：

- Provision of “green” materials where possible; use of recycled material for prop use;
- 盡可能提供「綠色」環保材料；使用可回收材料製作道具；
- Encourage recycling waste to the Competitors. Separate bins;
- 鼓勵選手回收廢料，做好垃圾分類；
- Purchase material which can be send back when unused;
- 購買不使用後能被回收的材料；
- Give every Competitor basic material and tools in their own workstation;
- 提供每位選手工作站中所需的基礎材料和工具；
- Create a storage room with different material, paint, vinyl, fabric, etc. Give Competitors a budget with plastic coins and to “buy” the material they need for their design;
- 建立儲藏室：存放不同材料、顏料／油漆、乙烯基塗料、布料等，給予選手預算和塑膠幣，讓他們能「購買」設計所需之材料；
- Create a storage room with: mannequins, furniture, props, and big material and let Competitors enter this storage according to a lottery order and chose one item/material a time, this process can be repeated till they all have for example four items/material.
- 建立儲藏室：存放人體模型、家具、道具和大型材料，讓選手依抽籤順序進入此房間，一次選擇一個品項／材料，此過程可不斷重複，直到所有選手均拿到例如 4 個品項／材料。
- We also will try to find recycled material to use for prop making.
- 我們也試著尋找可回收材料用於道具製作。
- Shared central space will have one plotter per five Competitors and one printer A3 colour per five Competitors.
- 共用的中央空間將提供 5 位選手共用 1 台繪圖機和 1 台 A3 彩色印表機。
- Shared central space will have large water sinks.
- 共用的中央空間將提供大型水槽。

## 12 References for industry consultation

### 業界諮詢參考資料

WorldSkills is committed to ensuring that the WorldSkills Standards Specifications fully reflect the dynamism of internationally recognized best practice in industry and business. To do this WorldSkills approaches a number of organizations across the world that can offer feedback on the draft Description of the Associated Role and WorldSkills Occupational Standards on a two yearly cycle.

WorldSkills 致力於確保 WorldSkills 標準規範能全面反映國際公認產業和企業最佳實務的活力，為此，WorldSkills 接洽了來自全球的許多組織，請他們每兩年針對相關角色說明草案和 WorldSkills 國際職業標準規範提供意見回饋。

In parallel to this, WSI consults three international occupational classifications and databases:

與此同時，WSI 也查閱了三個國際職業分類和數據庫：

- ISCO-08 國際職業標準分類：<http://www.ilo.org/public/english/bureau/stat/isco/isco08/> ILO 3432
- ESCO 歐洲技能、資格和職業框架：<https://ec.europa.eu/esco/portal/home> )
- O\*NET OnLine 美國職業資訊網站 [www.onetonline.org/](http://www.onetonline.org/)

Your WSOS (Section 2) appears most closely to relate to *Merchandise Displayers and Window Trimmers*:

<https://www.onetonline.org/link/summary/27-1026.000>

or *Visual Merchandiser*:

<http://data.europa.eu/esco/occupation/35eb0aa6-b40d-449d-9390-719be8912277>

WSOS (本文第 2 條) 似乎與 *Merchandise Displayers and Window Trimmers* :

<https://www.onetonline.org/link/summary/27-1026.000> 或 *Visual Merchandiser* :

<http://data.europa.eu/esco/occupation/35eb0aa6-b40d-449d-9390-719be8912277> 最密切

相關

Adjacent occupations can also be explored through these links.

亦可透過以下連結探索相近的職業。

The following table indicates which organizations were approached and provided valuable feedback for the Description of the Associated Role and WorldSkills Occupational Standards in place for WorldSkills Shanghai 2021.

下列表格指出已接洽組織，他們為 WorldSkills Shanghai 2021 的相關角色說明和 WorldSkills 國際職業標準提供了適當且寶貴的意見。

There were no responses to our requests for feedback during this cycle.

在此週期期間，尚未獲得針對我們回饋需求的回應。