

**Aim** To encourage the student to look at visual information

**Preparation** VIEW Retail must be pre-installed on a stand alone PC or network (where licensed). The activity could be undertaken by an individual or group of students.

Students will need some support in beginning their exploration of VIEW Retail. This can be achieved through a quick demonstration of by using the 'student guide' first. The students may also benefit from having access to maps on a printed sheet, to help them navigate around.

Students will need the attached student sheet with a pen or pencil, writing on the sheet or on another piece of paper.

**Links to WRL** Intro activity to familiarise student with VIEW and stress importance of looking skills perhaps before work experience.

**Outcomes** Improved skills with VIEW  
Improved ability to manage visual information

**Pre activity** Explain that each clue provides one letter to make up a nine letter word.

**Activity** The student starts at the outside of the store and moves to nine points on six floors. At each point the answer to a question provides a letter.

**Post activity** Check individual answers and the main 'word'

**Extension activities** None

## You will need...

You will need a paper and a pen or pencil to make some notes..Having a printed copy of the floor maps might be useful to help you find your way around.

You are going to visit 9 points around the store. At each point you must answer a question. The answer's letters must fit into the box provided. One letter from each answer is taken and when all together makes a new 9 letter word.

Point 1: Outside the House of Fraser, who is advertising a 'gift' ?

1	2	3	4	5	6	7
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Letter number 7 is:

Point 2: Now go inside the store and move to a point outside the ground floor lifts

Is this another name for perfume ?

1	2	3	4	5	6	7	8	9
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Letter number 3 is:

Point 3: Enter the lifts and move to the first floor. Outside the lifts, who is advertising their food?

1	2	3	4
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Letter number 1 is:

## Collecting letters

Point 4: Whose promotion is on a timeline outside the lifts?

1	2	3	4	5
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Letter number 1 is:

Point 5: Move to the west end of the sales floor. What does DKNY make?

1	2	3	4	5	6
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Letter number 2 is:

Point 6: Move back to the lifts and up to the third floor. Move east and find a surname that makes eveningwear.

1	2	3	4
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Letter number 4 is:

Point 7: Move back to the lifts and up to the fourth floor. Move to the middle of the sales floor and find out what 'loyalty deserves'

1	2	3	4	5	6	7	8	9	10	11
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Letter number 9 is:

Point 8: Move to the east end of the fourth sales floor and find the surname of a famous designer label.

1	2	3	4	5
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Letter number 5 is:

## Collecting letters

Point 9: Move back to the lifts and up to the fifth floor. Move to the east end of the sales floor and you will find lots of these, all quite bright.

1	2	3	4	5	6
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Letter number 3 is:

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Now put all the nine letters together in the boxes below and it spells...

1	2	3	4	5	6	7	8	9
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