

STADIO



SCHOOL OF FASHION

VISUAL MERCHANDISING I

AN INTRODUCTION TO VISUAL MERCHANDISING FUNDAMENTALS

SHORT LEARNING PROGRAMME

SELF STUDY

FORMERLY

LISOF



VISUAL MERCHANDISING I

SHORT LEARNING PROGRAMME | 12 WEEKS | ONLINE SELF STUDY

CAREER OPPORTUNITIES

- FREELANCE VISUAL MERCHANDISER
- VISUAL MERCHANDISER FOR RETAILERS
- EXHIBITION DISPLAY CONSULTANT
- PROP STYLIST FOR PHOTOSHOOTS AND FILM
- IN-STORE INTERIOR STYLIST
- DISPLAY PLANNING AND LAYOUT CONSULTANT

MODE OF DELIVERY - ONLINE SELF STUDY

Study at your own pace with the guidance of a virtual facilitator.

DESCRIPTION

Visual merchandising encompasses more than just the presentation, organisation, and display of clothing.

A skilled visual merchandiser is an artist, the store is their canvas, and the brand and merchandise their medium.

They tell stories of a brand, immerse customers in experiences, and persuade visitors that the product on display is worth their time and money. This twelve-week course will introduce you to the essential tools and techniques used by Visual Merchandisers to attain these goals.



STADIO SCHOOL OF FASHION IS THE ONLY INTERNATIONALLY ACCREDITED FASHION SCHOOL IN SOUTH AFRICA!



OUTCOMES

On completion of this short learning programme a student will be able to:

- Understand, explore and unpack the role of visual merchandising
- Understand the essential elements and principles applied to visual compositions.
- Explore the different components used for visual merchandising.
- Understand the role of displays, themes, and settings to develop brand loyalty.

ON COMPLETION OF THIS COURSE YOU WILL BE ABLE TO

Students will be able evaluate various visual merchandising proposals and identify successful executions.

ADDITIONAL OR SPECIFIC ADMISSION REQUIREMENTS

Age 16 and above, some background or understanding of Fashion Design/ Fashion Industry will be beneficial in understanding the course material.

Ideally, you should have some experience and knowledge of the sketching technical drawings and fashion flats by hand. and a fair degree of computer literacy is required.

ARTICULATION POSSIBILITIES

Successful completion of this short course can be included to your portfolio of evidence for RPL consideration.

COURSE KITS + SPECIALISED EQUIPMENT

No course kits are required, but a Personal Computer and stable internet connection is required.

PROGRAMME STRUCTURE

TOPIC 1 – THE ROLE OF THE VISUAL MERCHANDISER

- Introduction to the role of Visual Merchandising
- Brand Strategies
- Storytelling
- Retail Strategies
- Visual Communication
- Customer experience

TOPIC 2 – ELEMENTS AND PRINCIPLES OF DESIGN

- Introduction to elements and principles of design
- Design Elements
- Principles of Design
- The value of colour

TOPIC 3 - DESIGN COMPONENTS

- Introduction to design components
- Mannequins
- Alternative display forms
- Props
- Display techniques
- Store signage

TOPIC 4 – DISPLAYS, THEMES, AND SETTINGS

- Introduction to displays, themes and settings
- Types of displays
- Approaching a setting
- Approaching a theme

* Each topic covered is completed by an Activity. Students must complete the activity based on the topic criteria to proceed to the following topic.



COURSE DEVELOPER

HEIDI SVENDSEN
TREND + VISUAL MERCHANDISING SPECIALIST

Heidi Svendsen has worked in various fashion business roles and specialises in trend analysis and forecasting as well as retail strategy, window display design, and visual merchandising. She is extremely passionate about the South African fashion industry and believes that the future is bright.



SPECIFIC REQUIREMENTS

MINIMUM SYSTEM REQUIREMENTS:

- **Wi-Fi:** Reliable broadband Internet access (Wi-Fi is available on all of our campuses, but you may prefer access from home as well)
- **Web browser:** Chrome/Safari/Opera/FireFox
- **Computer/Laptop:** A current Windows or Apple Mac computer/laptop capable of running the Office 365 software. Office 365 includes Word, Excel, PowerPoint and Outlook
- **PDF Viewer:** The free Adobe Acrobat software.
- **Scanning documents:** Ability to scan and upload documents (typically from your cellphone or smartphone)
- **Email/cellphone for notification and communication**
- **Communication:** A cellphone or smartphone for receiving notifications and communication (additionally WhatsApp is recommended for collaborating in student groups)

PLEASE NOTE

STADIO School of Fashion reserves the right to make course adjustments which might affect the course modules or duration of the course.

Course start dates are subject to reaching minimum intake numbers and dates and might be adjusted.

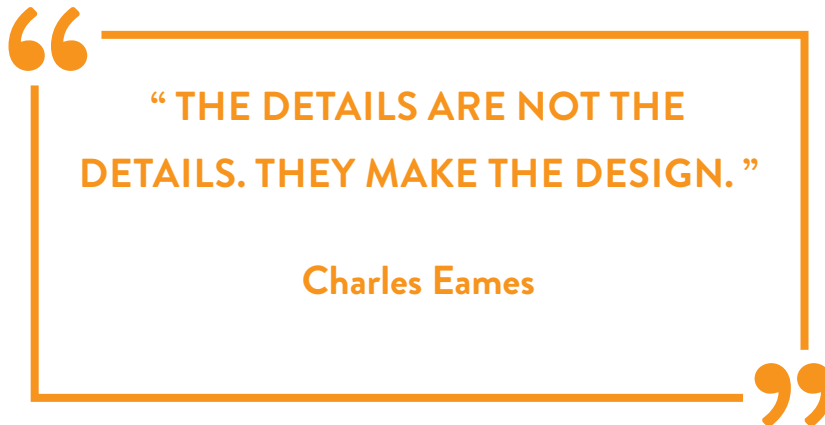
ACCESS TO TECHNOLOGY:

STADIO School of Fashion uses its ONLINE student administration and learning environments to provide students with materials and resources, to conduct online assessments, create discussion opportunities and render a range of administrative services.

Therefore, having continuous access to the above ONLINE facilities is essential for efficient communication, learning and success.

Kindly ensure that you have Adobe Illustrator fully installed. A monthly subscription can be purchased through ADOBE.

Also note that the course has been developed on Mac computer and the shortcuts may differ for PC's. A Mac computer is recommended but not required.





VISUAL MERCHANDISING I

SHORT LEARNING PROGRAMME | 12 WEEKS | SELF STUDY



WHATSAPP TO APPLY
+27 82 630 3282



VISIT OUR WEBSITE
www.stadio.ac.za



EMAIL US
SLP.SSOF@stadio.ac.za



CALL US
+27 87 158 5000

DONT BE SHY BE SOCIAL:

