

STADIO



SCHOOL OF FASHION

VISUAL MERCHANDISING II

AN INTRODUCTION TO VISUAL MERCHANDISING METHODOLOGIES

SHORT LEARNING PROGRAMME
SELF STUDY

FORMERLY

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VISUAL MERCHANDISING II

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

During this twelve-week course, you will be introduced to the essential methodologies applied in Visual Merchandising to display fashion merchandise.

The course will introduce you to the core methods in displays, layout, fixtures, and fittings and how these are implemented to attract consumers.



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:

- Recognise, understand and engage with different types of storefronts, window display and floorplans.
- Assess the use and benefits of different types of store formats and displays.
- Identify, discuss and explain visual merchandising best practice techniques.
- Identify, discuss and explain best practice product handling techniques.

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 – STORE FRONTS AND FACADES

- Introduction to storefronts and facades
- Types of Storefronts
- Types of window display and facades

TOPIC 2 – DISPLAY FORMATS AND GROUPINGS

- Introduction to display formats and groupings
- Display options
- Types of window displays
- Best practice display groupings

TOPIC 3 - STORE LAYOUTS AND PRODUCT HANDLING

- Introduction to store layouts
- Store layout options
- Product handling techniques
- In-store visual merchandising best practice

TOPIC 4 – FIXTURES AND FITTINGS

- Introduction to fixtures and fittings
- Structure types
- Fixture types and use for best practice visual merchandising

* 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.

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“I AM GOING TO MAKE EVERYTHING
AROUND ME BEAUTIFUL
— THAT WILL BE MY LIFE.”

Elsie De Wolfe

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WHATSAPP TO APPLY
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