

HIGHER NITEC IN VISUAL MERCHANDISING

Core Modules

Arts & Design

On completion of the module, students should be able to apply the fundamental drawing techniques to express their perception of forms using various mediums. They should also be able to apply design elements and principles into compositions that creatively express their ideas.

Communication at Work

On completion of the module, students should be able to handle oral and written communication effectively in a workplace environment as well as in any social and business settings.

Visual Merchandising Graphics

On completion of the module, students should be able to apply different types of material used and the application of visual graphics to affect consumer's choice. Students should also be able to apply the basic knowledge of drawing and editing software to create and retouch graphics for the production of signage and graphics.

Retail Marketing

On completion of the module, students should be able to apply the core principles and practices of marketing in a retail context and to identify the retail marketing mix, consumer buying behaviour, current retail trends and strategies.

Visual Merchandising Design

On completion of the module, students should be able to apply display techniques to the design of the product presentation that is cohesive with marketing strategies. Students should also be able to make use of environment, lighting, fixtures and forms to enhance the presentation.

Retail Space Design

On completion of the module, students should be able to apply the knowledge of space design, retail space techniques and principles to reinforce branding and enhance retail experiences.

Applied Visual Merchandising

On completion of the module, students should be able to analyse the current presentation practices and techniques, methodology, themes and inherent qualities of varying classifications of merchandise and translate them into studio setups which include propping and showcase display.

Industry Attachment

Students will undergo a 3-month attachment in visual merchandising industry or work on an industry-based project. On completion of the module, students will gain experience and insights in the working environment. Students will apply the principles and elements of visual merchandising to conceptualise and execute a visual merchandising design. Students should be able to develop action plan, determine resources to carry out the plan and present their work confidently within the stated timelines.