



Australian Government

SIR50217 Diploma of Visual Merchandising

Release 1

SIR50217 Diploma of Visual Merchandising

Modification History

Not applicable.

Qualification Description

This qualification reflects the role of individuals who operate as visual merchandising specialists. These individuals possess a broad range of technical skills and sound knowledge of visual merchandising principles to plan and coordinate visual merchandising activities. They operate independently, make a range of operational decisions, and may have some responsibility for others.

This qualification provides a pathway to work in a range of retail settings including speciality and fashion retailers, supermarkets and department stores. It also provides a pathway to work on a freelance basis.

Individuals with this qualification are able to perform roles such as visual merchandiser, retail store visual merchandiser, visual merchandising stylist and event visual merchandiser.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Entry Requirements

There are no entry requirements for this qualification.

Packaging Rules

16 units must be completed:

- 8 core units
- 8 elective units, consisting of:
 - 6 units from the list below
 - 2 units from the list below, elsewhere in SIR Retail Services Training Package, or any other current Training Package or accredited course.

The selection of electives must be guided by the job outcome sought, local industry requirements and the complexity of skills appropriate to the AQF level of this qualification.

Core units

- CUAACD301 Produce drawings to communicate ideas
- SIRRMER004 Develop visual merchandising creative concepts
- SIRRMER005 Implement visual merchandising concepts
- SIRRMER006 Achieve visual merchandising targets
- SIRRMER007 Design and install visual merchandising displays
- SIRRMER010 Style using visual merchandising aids
- SIRRMER011 Design and install merchandise signage
- SIRXWHS002 Contribute to workplace health and safety

Elective units**Art and Design**

- BSBDES301 Explore the use of colour
- BSBDES302 Explore and apply the creative design process to 2D forms
- BSBDES303 Explore and apply the creative design process to 3D forms
- BSBDES305 Source and apply information on the history and theory of design
- CUAACD302 Produce computer-aided drawings
- CUADIG304 Create visual design components
- CUADRA301 Produce drawings

Ecommerce

- SIRXECM002 Prepare digital content

Management and Leadership

- BSBLDR503 Communicate with influence
- SIRXMGT003 Provide leadership to others
- SIRXMGT004 Plan and manage retail projects

Merchandising

- SIRRMER008 Plan and style merchandise photo shoots

SIRRMER009 Plan and organise display lighting

SIRRMER012 Develop retail space and product management plans

SIRRMER013 Develop visual merchandising guidelines

Training and development

SIRXTAD003 Coach others for success

Work Health and Safety

SIRXWHS003 Maintain workplace safety

Working in Industry

SIRXIND006 Review retail business fundamentals

Qualification Mapping Information

No equivalent qualification.

Links

Companion Volume Implementation Guides -

<https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>