



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **SIR50207 Diploma of Visual Merchandising**

**Revision Number: 1**

## SIR50207 Diploma of Visual Merchandising

### Modification History

Not applicable.

### Description

This qualification provides skills and knowledge required by those who hold or wish to hold positions as specialist visual merchandisers in the retail industry. It applies to those who are working as a member of a retail national, state or store-based visual merchandising team; working in a business that designs and installs visual merchandising displays in the exhibition industry; or are self employed as a freelance visual merchandiser.

This qualification is not suitable for an Australian Apprenticeship pathway.

#### Job roles

Individuals with this qualification are able to perform roles, such as:

- retail store visual merchandiser
- visual merchandising team leader/manager
- exhibition or event display merchandiser
- photographic stylist
- freelance visual merchandiser.

Possible job titles include:

- visual merchandiser
- visual merchandise team manager
- exhibition/event display designer
- photographic stylist.
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### Pathways Information

Not applicable.

### Licensing/Regulatory Information

Not applicable.

## Entry Requirements

### Entry requirements

There are no prerequisites for entry to this qualification.

## Employability Skills Summary

### EMPLOYABILITY SKILLS SUMMARY

#### SIR50207 Diploma of Visual Merchandising

The following table contains a summary of the employability skills required by the retail industry for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

<b>Employability skill</b>	<b>Industry/enterprise requirements for this qualification include:</b>
<b>Communication</b>	Effectively and responsively negotiate and share information with relevant personnel within the framework of a retail enterprise structure and culture. Receive and interpret verbal, written and diagrammatic briefs and requests that inform the design, planning and implementation of visual merchandising concepts.
<b>Teamwork</b>	Participate in visual merchandising teams; working independently to complete projects/tasks. Work as a team member on store display projects and promotions with other visual merchandising team members and/or the wider retail store team. Support and encourage other team members design ideas and use sound interpersonal communication to build trust and respect within the team. Lead visual merchandising project teams; mentoring and supporting other team members.
<b>Problem solving</b>	Implement retail enterprise visual merchandising standards to create displays, adjusting planning to take account of individual store design, available floor space and stock availability; and responding to instructions, information and feedback supplied by relevant line managers and store staff. Compare and evaluate sales turnover before and after remerchandising given areas.
<b>Initiative and enterprise</b>	Regularly suggest and implement approaches to visual merchandising projects that enhance achievement of current enterprise/industry visual merchandising design standards in a safe and cost effective manner. Develop and implement merchandising ideas for boutique promotions at local store level. Regularly and actively research key competitors visual merchandising approach and latest local and

<b>Employability skill</b>	<b>Industry/enterprise requirements for this qualification include:</b>
	international trends in store and exhibition design and display.
<b>Planning and organising</b>	Work to implement visual merchandising standards that contribute to an increase in overall store turnover. Set clear goals for implementing enterprise visual merchandise standards and identify resource requirements and required timelines to achieve outcomes within budget. Work with sales and logistics staff to collect, manage and interpret information on availability of display stock and fixtures needed to plan and organise a display installation.
<b>Self-management</b>	Evaluate and monitor own contribution and responsibilities in the achievement of enterprise goals. Establish and follow own work plans and schedules within the context of the work team. Accept responsibility for achieving self directed visual merchandising project/task outcomes. Actively seek feedback and guidance from line manager/s in relation to work quality, personal performance and organisational policies and procedures. Monitor own displays for increased customer interest in and improved sales turnover of displayed stock.
<b>Learning</b>	Regularly and actively research key competitors visual merchandising approach and latest local and international trends in store and exhibition design and display. Seek and share workplace information product knowledge and design expertise with other team members. Use the internet to research the latest developments in retail visual merchandising
<b>Technology</b>	<p>Access and safely use a variety of design, word processing, presentation and D Cal lettering software applications as relevant to the project and task.</p> <p>Develop and verbally present design ideas along with concept visuals that may also include simple sketch designs, illustrations and/or hand or computer developed working drawings and/or 2/3 dimensional rendered concept models of designs; to inform and effectively negotiate with clients in response to a design brief.</p>

## Packaging Rules

## QUALIFICATION RULES

To achieve a Diploma of Visual Merchandising, 32 units must be completed:

- all 26 core units
- 6 elective units.

A minimum of 5 elective units must be selected from the General Elective Units listed below.

A maximum of 5 elective units may be selected from another endorsed Training Package or accredited course. This must be a unit which first appears within a Diploma qualification in the parent Training Package, and which is related to an arts, design or business area appropriate to the workplace context.

Elective units must be additional to those already counted towards a lower level qualification within this Training Package.

In all cases selection of electives must be guided by the job outcome, local industry requirements and the characteristics of this qualification (as per the AQF descriptors).

## CORE UNITS

CUFMEM14A	Create, manipulate and incorporate 2D graphics
CUVDES01A	Apply colour theory in response to a brief
CUVDES02A	Apply the design process to 2-dimensional work in response to a brief
CUVDES03A	Apply the design process to 3-dimensional work in response to a brief
CUVDSP04A	Research and apply the history of design to design practice
CUVVSP11A	Apply techniques to produce digital images
SIRRIND001A	Work effectively as a visual merchandiser
SIRRMER005A	Produce retail visual illustrations
SIRRMER006A	Manufacture visual merchandising support structures
SIRRMER007A	Apply lettering
SIRRMER008A	Produce working drawings
SIRRMER009A	Produce perspective drawings, plans and elevations
SIRRMER010A	Design, construct and maintain props and merchandisers
SIRRMER011A	Develop concept visuals

SIRRMER012A	Maintain display lighting and brief lighting designers
SIRRMER013A	Design and produce store plans and floor layouts
SIRRMER015A	Design merchandisers
SIRXCOM001A	Communicate in the workplace
SIRXMER003A	Monitor in-store visual merchandising display
SIRXMER004A	Manage merchandise and store presentation
SIRXMER006A	Present products
SIRXMER007A	Demonstrate merchandising and category presentation skills
SIRXMPR001A	Profile a retail market
SIRXOHS001A	Apply safe working practices
SIRXOHS002A	Maintain store safety
SIRXQUA002A	Lead a team to foster innovation

## **ELECTIVE UNITS**

### **Computer Operations and ICT Management**

CUFMEM06A	Design a multimedia product
CUVCRS03A	Produce computer aided drawings
CUVPHI05A	Use a 35mm SLR camera or digital equivalent

### **Human Resources Management**

SIRXHRM001A	Administer human resources policy
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<b>Management</b>	
BSBSMB404A	Undertake small business planning
SIRXMGT003A	Lead and manage people
<b>Merchandising</b>	
SIRRMER014A	Manage visual merchandising projects
SIRRMER016A	Style merchandise for photography
SIRRMER017A	Design and produce merchandising and in-store presentations
SIRRMER018A	Develop and apply strategies for merchandising and corporate presentation
SIRRMER019A	Present design concepts
SIRRMER020A	Create and implement exhibition space
<b>Occupational Health and Safety</b>	
SIRXOHS003A	Provide a safe working environment
<b>Marketing and Public Relations</b>	
BSBADV512A	Develop an advertising strategy and brief
<b>Working in Industry</b>	
BSBWOR501A	Manage personal work priorities and professional development