SIR50217 Diploma of Visual Merchandising
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