



Australian Government

Department of Education, Employment and Workplace Relations

SIR50212 Diploma of Visual Merchandising

Release: 1

SIR50212 Diploma of Visual Merchandising

Modification History

The version details of this endorsed qualification are in the table below. The latest information is at the top.

Release	Comments
First Release	<p>SIR50212 replaces, and is equivalent to SIR50207 as the intent of the qualification remains unchanged.</p> <p>The total number of units required complete this qualification have decreased from 32 to 23 units.</p> <p>The number of core units has decreased from 26 to 15 units.</p> <p>The number of elective units has increased from 6 to 8 units.</p>

Description

This qualification provides the 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 members of a national, state or store-based retail visual merchandising team or are self-employed as freelance visual merchandisers.

Job roles

- Individuals with this qualification are able to perform roles, such as:
- retail store visual merchandiser
- visual merchandising team leader/manager
- freelance visual merchandiser
- exhibition or event display designer
- photographic stylist.

Possible job titles

- visual merchandiser
- visual merchandise team manager
- freelance visual merchandiser
- photographic stylist

Pathways Information

This qualification is not suitable for an Australian Apprenticeship pathway or VET in Schools (VETiS) delivery.

Pathways into the qualification

Individuals undertaking this qualification may not have any prior or formal retail industry experience or qualifications.

Relevant skills and knowledge that would indicate likely success at this qualification level may include:

- successful completion of art and design related subjects at secondary or post-secondary level
- previous merchandising experience in a retail environment.

Pathway from the qualification

After achieving SIR50212 Diploma of Visual Merchandising, individuals may undertake:

- SIR80112 Vocational Graduate Certificate in Retail Leadership.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this qualification at the time of endorsement.

Entry Requirements

Not applicable.

Employability Skills Summary

EMPLOYABILITY SKILLS QUALIFICATION SUMMARY

The following table contains a summary of the employability skills as identified 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.

Due to the high proportion of electives required by this qualification, the industry/enterprise requirements described above for each employability skill are representative of the business-to-business industry in general and may not reflect specific job roles. Learning and assessment strategies for this qualification should be based on the requirements of the units of competency for this qualification.

Employability skill	Industry/enterprise requirements for this qualification include:
Communication	<ul style="list-style-type: none"> ▶ 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
Teamwork	<ul style="list-style-type: none"> ▶ participate in visual merchandising teams, working independently to complete projects or tasks ▶ work as a team member on store display projects and promotions with other visual merchandising team members 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
Problem-solving	<ul style="list-style-type: none"> ▶ 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
Initiative and enterprise	<ul style="list-style-type: none"> ▶ 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

	<p>approach and latest local and international trends in store and exhibition design and display</p>
Planning and organising	<ul style="list-style-type: none"> ▶ 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
Self-management	<ul style="list-style-type: none"> ▶ evaluate and monitor own contribution and responsibilities in the achievement of enterprise goals ▶ establish and follow own work plans and schedules in the context of the work team ▶ accept responsibility for achieving self-directed visual merchandising project or task outcomes ▶ actively seek feedback and guidance from line manager 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
Learning	<ul style="list-style-type: none"> ▶ 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
Technology	<ul style="list-style-type: none"> ▶ access and safely use a variety of design, word processing, presentation and D Cal lettering software applications as relevant to the project and task ▶ 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 2- or 3-dimensional rendered concept models of designs ▶ inform and effectively negotiate with clients in response to a design brief

Packaging Rules

23 units must be completed:

- 15 core units
- 8 elective units:
 - a minimum of 4 units must be selected from the elective unit list below
 - a maximum of 4 units may be selected from other relevant arts, design or business-related Training Package or accredited course first packaged at AQF level 4, 5 or 6.

The choice of elective units must be guided by the core function or role of the current or intended work environment, local industry requirements, and the characteristics of the AQF level of this qualification.

Units chosen from other Training Packages must not duplicate units selected from or available in SIR07 V3 Retail Services Training Package.

Core units	
BSBDES301A	Explore the use of colour
BSBDES302A	Explore and apply the creative design process to 2D forms
BSBDES303A	Explore and apply the creative design process to 3D forms
BSBDES305A	Source and apply information on the history and theory of design
CUVDIG201A	Develop digital imaging skills
SIRRMER508	Produce retail visual illustrations
SIRRMER509	Manufacture visual merchandising signage and support structures
SIRRMER510	Produce working drawings
SIRRMER511	Plan, organise and maintain display lighting
SIRRMER519	Design and produce merchandising and in-store presentations
SIRXIND101	Work effectively in a customer service environment
SIRXIND102	Plan a career in the retail industry
SIRXMER304	Present products
SIRXMER407	Plan and build visual presentations for a range of merchandise categories

SIRXWHS101	Apply safe work practices
Elective units	
Art and Design	
CUFDIG304A	Create visual design components
CUVPHI302A	Capture photographic images
CUVPHI401A	Capture images in response to a brief
Marketing and Public Relations	
SIRXMPR001A	Profile a retail market
Merchandising	
SIRRMER405	Produce visual merchandising signs
SIRRMER406	Design, construct and maintain props
SIRRMER407	Design merchandisers
SIRRMER512	Produce perspective drawings, plans and elevations
SIRRMER513	Develop concept visuals
SIRRMER514	Design and produce store plans and floor layouts
SIRRMER515	Manage visual merchandising projects
SIRRMER516	Style merchandise for photography
SIRRMER517	Develop and apply strategies for merchandising and corporate presentations
SIRRMER518	Present design concepts
SIRXMER406	Monitor in-store visual merchandising displays
Quality and Innovation	
SIRXQUA002A	Lead a team to foster innovation