



Australian Government

SIR60221 Advanced Diploma of Visual Merchandising

Release 1

SIR60221 Advanced Diploma of Visual Merchandising

Modification History

No equivalent qualification.

Qualification Description

This qualification reflects the role of individuals who use highly specialised technical, creative and conceptual skills in visual merchandising to conceive, negotiate, realise and manage visual merchandising design, display and presentation solutions.

Practice at this level is underpinned by the application of visual presentation methodologies, design theory and history, and the ability to critically analyse and synthesise information from a range of sources. Individuals operate independently with an advanced level of communication, organisational and project management skills.

Individuals with this qualification are able work in a range of commercial and community contexts across retail, events, tourism and exhibition, and hospitality industries.

The skills in this qualification must be applied in accordance with Commonwealth and State or Territory legislation, Australian standards and industry codes of practice.

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

Entry Requirements

Entry to this qualification is open to individuals who:

- have completed the Diploma of Visual Merchandising (or equivalent)
- or
- have at least one-year full-time industry employment experience in a related field.

Packaging Rules

15 units must be completed:

- 8 core units
- 7 elective units, consisting of:
 - 5 units from the Visual Merchandising electives listed below
 - up to 2 units from the electives listed below, or any endorsed Training Package or accredited course at Diploma level or above.

All electives chosen must contribute to a valid, industry-supported vocational outcome.

Core units

BSBESB406 Establish operational strategies and procedures for new business ventures

BSBPMG430	Undertake project work
SIRRMER021	Design and construct visual merchandising display element
SIRRMER022	Develop and implement creative photographic styling solution
SIRRMER023	Develop a visual merchandising brand strategy
SIRRMER024	Create in-store customer brand experience
SIRRMER025	Explore professional practice in visual merchandising career pathways
SIRXIND006	Review retail business fundamentals

Elective units

Visual Merchandising

BSBOPS601	Develop and implement business plans
BSBPEF402	Develop personal work priorities
BSBSUS411	Implement and monitor environmentally sustainable work practices
CUAANM512	Create 3D digital environment
CUADES611	Manage design realisation
CUADES612	Research global design trends
CUADIG517	Design digital simulations
CUAPPR514	Establish and maintain environmentally sustainable creative practice
CUAPPR613	Engage in the business of creative practice
CUASET311	Construct soft scenery
CUAWRT407	Develop content for publication
FNSACC607	Evaluate business performance
MSFID5017	Develop event decoration proposals
MSFID6014	Design for retail interiors
SIRXMKT006	Develop a social media strategy
SIRXOSM004	Analyse performance of social media and online business tools

Other Electives

- BSBCRT611 Apply critical thinking for complex problem solving
- BSBLEG525 Apply legal principles in intellectual property law matters
- BSBPEF501 Manage personal and professional development
- BSBSTR501 Establish innovative work environments
- CUAACD537 Refine 3-D design ideas and processes
- CUAACD611 Extend professional expertise with drawing and other visual representation tools
- CUADES601 Design innovative products
- CUADIG517 Design digital simulations
- CUADIG518 Refine digital art techniques
- CUADIG519 Investigate technologies for the creation of digital art
- CUAGRD614 Develop and execute advertising concepts
- CUAGRD615 Develop graphic designs for the built environment
- CUAILL511 Develop professional illustrations
- CUAILL512 Refine illustration techniques

Qualification Mapping Information

No equivalent qualification.

Links

Companion Volume implementation guides are found in VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>