

HIGHER NITEC IN SERVICES – VISUAL MERCHANDISING

Course Code: HS2VM / Plan Code: HS2VM

COURSE OBJECTIVE

This course equips students with the skills and knowledge to creating effective visual displays in a commercial setting by presenting merchandise in a way that optimises sales and enhances the customer experience.

COURSE STRUCTURE

Core/Specialisation Modules

S/N	Module Details	Module Code	Module Objectives
MSC: Retail Marketing & Branding			
C1	Basic Marketing in Retail 36 (T) 24 (P) Credits 3	VM43002FP	On completion of the module, students should be able to apply core principles and practices of Marketing in retail context.
C2	Branding Communication 36 (T) 24 (P) Credits 3	VM43005FP	On completion of the module, students should be able to distinguish the importance of branding in retail competition.
C3	Social & Environmental Responsibility 30 (T) 30 (P) Credits 3	VM53001FP	On completion of the module, students should be able to understand the approach that companies undertake in innovation to generate long-term social & environment benefits.
MSC: Retail Display and Design Fundamentals			
C4	Visual Merchandising Studio 1 15 (T) 45 (P) Credits 3	VM43004FP	On completion of the module, students should be able to apply the basic techniques of merchandise's display in congruent with branding & marketing strategies.
C5	Retail Planning & Design 1 15 (T) 45 (P) Credits 3	VM53002FP	On completion of the module, students should be able to apply knowledge in space planning and design principles to reinforce the experiential aspect of retail.
C6	Merchandise Styling 15 (T) 45 (P) Credits 3	VM43003FP	On completion of the module, students should be able to understand colour theory and trend forecast in styling hard and soft goods in retail.
MSC: Creative Retail & Design			
C7	Visual Merchandising Studio 2 15 (T) 45 (P) Credits 3	VM43006FP	On completion of the module, students should be able to understand the classification of merchandises and be able to apply the Visual Merchandising presentation techniques and strategies.
C8	Retail Planning & Design 2 15 (T) 45 (P) Credits 3	VM53003FP	On completion of the module, students should be able to use 2D & 3D software to design and render a retail space in proper scale & ratio.
C9	Applied Visual Merchandising 15 (T) 45 (P) Credits 3	VM43007FP	On completion of the module, students should be able to draft a visual merchandising plan in accordance to retail industry standards and timeline.
C10	Textile Application 15 (T) 45 (P) Credits 3	VM43001FP	On completion of the module, students should be able to apply basic draping techniques, textiles knowledge and garment terminologies.

Abbreviations: T - Theory, P - Practical, MSC - Modular Skills Certificate

^ Students who meet MER for *Higher Nitec* in Technology / Services are not required to take sector foundation modules.

* Students must pass Year 1 sector foundation modules and Year 2 core modules, to be awarded Nitec in Technology / Services (Sector) certificate.

CREDITS FOR CERTIFICATION

Total of 27 credits from successful completion of 9 Core/Specialisation modules.

Applicants who do not meet the entry requirements for Core/Specialisation modules will need to complete 12 credits from 4 Sector Foundation & Cluster Core modules before taking Core/Specialisation modules.

Sector Foundation & Cluster Core Modules

S/N	Module Details	Module Code	Module Objectives
F1	Visualisation Techniques 8 (T) 52 (P) Credits 3	DM33001FP	On completion of the module, students should be able to apply important skills in visual thinking, design visualization, freehand design sketching and rendering of design.
F2	2D Design Application 8 (T) 52 (P) Credits 3	DP33001FP	On completion of the module, students should be able to apply the knowledge of orthographic drawing and standard drawing conventions to prepare a set of object drawings using relevant computer software.
F3	Colour & Light Application 8 (T) 52 (P) Credits 3	DP33003FP	On completion of the module, students should be able to provide a summary of the role of human senses in design practice, both when considered individually and when the senses are studied collectively.
F4	Media Creation Fundamentals 21 (T) 39 (P) Credits 3	DM33003FP	On completion of the module, students should be able to create digital media based on the design requirements using the appropriate applications.

Abbreviations: T - Theory, P - Practical

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Note:

- 1) The training schedule of lessons is subject to change.
- 2) Depending on the demand, not all the modules in the CET *Higher Nitec* in Services courses will be offered in each intake. Where the modules are offered and there is insufficient enrolment, the classes will be cancelled, and a full refund will be given to the affected students.