

A red double-breasted blazer is displayed on a mannequin against a blue background. The scene is decorated with various geometric shapes made of translucent paper in white, red, and dark red. Three diagonal lime green banners with white text are overlaid on the image.

Level 4 Diploma

Visual Merchandising

www.fashionretailacademy.ac.uk

Fashion Retail Academy

Level 4 Diploma in Visual Merchandising

The programme for the Level 4 Diploma in Visual Merchandising is intended for students who wish to gain an entry level position in visual merchandising. You will explore how visual merchandising is a key part of the marketing operation for major retailers. In department stores and fashion multiples the visual merchandiser ensures windows and interiors promote the stores brand identity. Visual Merchandisers are responsible for designing and commissioning windows and in-store display schemes, understanding floor layouts and fixture requirements as well as managing in-store signage and graphics.

For entry to Level 4 Diploma in Visual Merchandising you should:

- be at least 18 by 1st September in the year of entry
- have 1 A Level Pass plus 3 GCSE's C grade or above or an equivalent qualification or an equivalent Level 3 qualification e.g. Level 3 Diploma in Fashion Retail, BTEC National Diploma etc
- have equivalent professional experience
- show motivation to succeed on the course
- demonstrate a creative interest in Visual Merchandising



Selection Process

To assess your suitability for the Level 4 Diploma in Visual Merchandising, the selection process will include an interview. If your application is successful you will be invited to an interview, where one or more members of the course team will see you. You will be required to bring a portfolio with you to the interview. This will allow us to gain a good idea of your self-motivation and commitment, as well as interest in the visual merchandising industry. It will also give you an opportunity to ask questions about the course.

Structure

The Level 4 Diploma in Visual Merchandising offers a unique one year intensive programme providing you with the opportunity to gain or build on previous experience to establish your future career aspirations. The course introduces students to the significance of visual merchandising in the retail industry. To begin with students will study the market context in which the visual merchandising

function and the commercial implications are adopted for business success.

Core Units

- Window Design
- In-store VM
- Signage and Graphics
- Mannequin Dressing
- Store Concepts
- Pixel Based Digital Image Manipulation;
- Developing Personal Progression

Students will undergo extended practical workshops combined with two work placements. Students will be required to complete a final major in the last term academic year.

What's next after the level 4 Diploma?

With a Level 4 Diploma in Visual Merchandising you'll be well placed to apply for junior roles in visual merchandising in stores with the aim to progress faster along your career path.