

HIGHER NITEC IN VISUAL MERCHANDISING (3 YEARS)

CERTIFICATION

Credits required for certification:

Sector Foundation Modules	: 12
Cluster Core Modules	: 12
Specialisation Modules	: 33
Internship Programme Modules	: 12
Life Skills Modules	: 10
Cross-Disciplinary Core Modules	: 9
Elective Modules	: 8
<hr/> Total	<hr/> : 96

COURSE STRUCTURE

Module Title	Credits
SECTOR FOUNDATION MODULES	
Visualisation Techniques	3
Introduction to Photography & Videography	3
Media Creation Fundamentals	3
Design Process & Fundamentals	3
CLUSTER CORE MODULES	
2D Design Application	3
3D CAD Application	3
Colour & Light Application	3
Material Type & Application	3
SPECIALISATION MODULES	
Textiles Application	3
Basic Marketing in Retail	3
Merchandise Styling	3
Visual Merchandising Studio 1	3
Branding Communication	3
Visual Merchandising Studio 2	3
Applied Visual Merchandising	3
Social & Environmental Responsibilities	3
Retail Planning & Design 1	3
Retail Planning & Design 2	3
Portfolio Development	3
ELECTIVES (GENERAL) AND LIFE SKILLS MODULES	
For details, click here	

Note: The offer of electives is subject to the training schedule of respective ITE Colleges. Students are advised to check with their Class Advisors on the availability of the elective modules they intend to pursue.

MODULE OBJECTIVES

Sector Foundation Modules

Visualisation Techniques

On completion of the module, students should be able to apply important skills in visual thinking, design visualisation, freehand design sketching and rendering of design.

Introduction to Photography & Videography

On completion of the module, students should be able to apply proper techniques in photography and videography using smart devices.

Media Creation Fundamentals

On completion of the module, students should be able to create digital media based on the design requirements using the appropriate applications.

Design Process & Fundamentals

On completion of the module, students should be able to apply important skills in setting design statement, creating image boards, freehand design sketching and explaining the rationale of their concept drawing.

Cluster Core Modules

2D Design Application

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.

3D CAD Application

On completion of this module, students should be able to construct and develop digital exhibition display and booth.

Colour & Light Application

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.

Material Type & Application

On completion of the module, students should be able to explore and determine appropriate materials for industry application. Students will learn various processes and techniques suitable for a variety of materials to create the desired outcome.

Specialisation Modules

Textile Application

On completion of the module, students should be able to apply basic draping techniques, textiles knowledge and garment terminologies.

Basic Marketing in Retail

On completion of the module, students should be able to apply core principles and practices of marketing in retail context.

Merchandising Styling

On completion of the module, students should be able to understand colour theory and trend forecast in styling hard and soft goods in retail.

Visual Merchandising Studio 1

On completion of the module, students should be able to apply the basic techniques of merchandise's display in congruence with branding & marketing strategies.

Branding Communication

On completion of the module, students should be able to distinguish the various roles of branding in retail competition.

Visual Merchandising 2

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.

Applied Visual Merchandising

On completion of the module, students should be able to draft a visual merchandising plan in accordance with retail industry standards and timeline.

Social & Environmental Responsibilities

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.

Retail Planning & Design 1

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.

Retail Planning & Design 2

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.

Portfolio Development

On completion of the module, students should be able to organise their works / Portfolio to potential clients and industry partners in both offline & online platform.

Electives (General) and Life Skills Modules

For details, click [here](#).