Folio Preparation in
Visual Merchandising

Course Outline:
Students will compile a folio based on their own practical visual merchandising project. Exercises cover the total process from design to installation.

Designed For:
Students, or adults creating a folio to gain entry into further study or employment in the Visual Merchandising industry.

Course Content:
Day 1: Design
Day 2: Freehand Drawing
Day 3: Graphic Design
Day 4: Visual Merchandising
Day 5: Merchandising Principles

Skills to be acquired
• Sketching concepts
• Arranging merchandise
• Knowledge of basic 3D design principles
• Folio preparation
• Finished Art

Course Outcome:
Students will have a folio of sketches, drawings and photographs of finished merchandise display.

Means of Imparting Skills
Work through a range of practical exercises, followed by class discussion. Then students will finalize their designs and execute display and merchandising installations.

Award:
Participants will be awarded an RMIT Statement of Participation.

Course Leader:
Staff members of Visual Merchandising Department

Materials:  (Students to provide)
Coloured pencils, Markers, Fineliners, 4B, 2B and HB pencils, Eraser, glue stick, ruler/steel ruler, cutting knife, scissors, masking tape.

Enrolment Details
If course cancelled fees refunded in full; no refunds once the course has commenced. Cancellations less than 5 working days of course commencement incur a fee equal to 50% of course fee. Dates are correct at time of publication but may be changed at short notice.

Title:  Folio Preparation in Visual Merchandising
Code:  S850118
Fee:  $380.00
Dates:  27 September to 1 October, 2004
Time:  9.30am to 4.00pm (Mon to Fri)
Duration:  5 sessions x 5.5 hours
Venue:  RMIT - City Campus
Phone:  9925 8111  Fax:  9925 8134
URL:  www.rmit.edu.au/shortcourses