Product Presentation for Beginners

Course Outline:
This course covers the introduction to the ‘Art of Display’ demonstrating the basic display elements and principles required for handling and suspending posters, riser building to grouping all types of retail product. Creating a professional eye catching balanced display that will promote and sell your product.

Designed For:
Prospective student in VM. Retailers with one-off stores, to chemist shops, shoe stores and travel agencies, the retailer who demand more from their current window presentations. For the traveling sales people who want more for their product and future sales results. Exhibition dressers and installers who need to strengthen their base. Photographers who need more insight on product grouping and presenting.

Course Content:
The course will cover:
♦ Poster handling, pinning and knot typing techniques
♦ Poster presentation to walls – the use of space
♦ Riser making, product arrangements, shelf suspension
♦ Colour for product support. Riser and shelf suspension with poster support
♦ Riser and product grouping
♦ Arrangements and presentations
♦ Product arrangements
♦ Completing the arrangements

Materials Used:
Students to bring:
Basic display tool kit, tack hammer, cutters, Stanley knife, scissors, pen, paper, camera.

Award:
Participants will be awarded an RMIT Statement of Participation. Some Visual Merchandising Workshop courses attract a status of ‘Advanced Standing’ towards the RMIT Diploma of Arts Visual Merchandising.

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: Product Presentation for Beginners
Code: S850128
Fee: $360.00
Dates: 1. 16 February to 19 April, 2004
2. 19 July to 6 September
3. 4 October to 29 November
Time: 6.00pm to 9.00pm (Mondays)
8 sessions x 3 hours
Venue: RMIT – City Campus
Phone: 9925 8111
Fax: 9925 8134
URL: www.rmit.edu.au/shortcourses