Informed Choices

In order to make an informed choice about the suitability of this course, you must take into account the essential skills and knowledge in addition to the critical aspects of assessment of this course or qualification.

Study Area – Visual Merchandising

Diploma of Visual Merchandising (National Code SIR50212)

https://www.tafesa.edu.au/courses/business-marketing/retail-visual-merchandising

For more detailed information about specific courses please go to: www.training.gov.au.

Industry Career Pathways

Students who have completed the qualification/s in the Visual Merchandising training package listed above may seek employment in the following specialised industry career pathways

- Retail store Visual Merchandiser
- Visual merchandising Team Leader/Manager
- Freelance Visual Merchandiser
- Exhibition or Event Display Designer
- Photographic Stylist

For more specific information on the details and tasks relating to Visual Merchandising, please refer to:

- For assistance with employment, visit http://joboutlook.gov.au/
- For assistance with employment, visit www.jobsearch.gov.au/jobexplorer
- For up to date career resources to help explore and plan careers, visit www.myfuture.edu.au
- Australian Retail Association: http://retail.org.au
- National Retail Association: https://www.nra.net.au

For more detailed information about specific courses go to: www.training.gov.au

Core Skill Requirements (Inherent Requirements)

In this industry career pathway, the following areas need to be considered;

1. Communication Skills and Abilities
   - Understand and respond to verbal communication accurately and appropriately.
   - Able to adapt verbal and non-verbal communication to meet the needs of the audience, context and purpose.
   - Provide timely, accurate and effective instructions, feedback and reporting.
   - Able to acquire, understand, apply and convey information in a written format.

2. Technical and/or Motor Skills and Abilities
   - Range of motion, including detailed fine work, gross motor skills, hand written note taking or use of computer hardware
• Tolerance for working indoors and standing for long periods of time.
• Tolerance for physical activity, including lifting and reaching.

3. Cognitive Skills and abilities (understanding, interpreting, analysing, applying and transferring)
• Ability to read and understand complex written materials such as legislation, policies & procedures.
• Carry out work in a certain order or sequence.
• Good time management skills (e.g. able to work accurately within time constraints).
• Able to prioritise tasks (e.g. self-motivated to get things done and works to agreed outcomes).
• Understand and follow policies and procedures (e.g. for legal compliance).
• Ability to deal with clients and give full attention, taking time to understand and ask questions.
• Ability to manage the health and safety of others.
• Ability to take responsibility for own actions and decisions.
• Ability to plan, organise and manage multi-step tasks.
• Ability to find creative solutions to complex problems.
• Ability to prepare documents such as reports, spreadsheets, emails and concept briefs.
• Ability to operate and control visual merchandising equipment and tools.
• Aptitude for working with computers.
• Ability to give detailed instructions.
• Ability to resolve problems.
• Ability to work independently and show initiative.

4. Behavioural and social Skills and Abilities
• Communicating in a way that displays respect and empathy to others and develops trusting relationships.
• The ability to take responsibility for own participation and learning.
• Well-developed interpersonal skills.
• The ability to work effectively both as an individual and as a member of a team.
• The ability to recognise personal limitations and identify when and where to seek assistance or professional advice and support.

Language, Literacy & Numeracy

The Language, Literacy & Numeracy requirements are core skills for all job roles at all levels. The Australian Core Skills Framework (ACSF) indicates that the five core skill areas are reading, writing, numeracy, oral communication and learning which we apply in our personal and community; workplace and employment; and education and training. Some of the core language, literacy and numeracy (LLN) skills for entry into this Industry are:

Australian Core Skills Framework: https://docs.education.gov.au/node/37095

Foundation skills essential to performance in this qualification are:

Oral communication
• Ability to speak clearly and logically so others will understand (e.g. to provide instructions to a client or another employee).
• Ability to express own opinion or gain the opinion of others in a conversation (e.g. to resolve problems by presenting own viewpoint and asking questions to understand the viewpoint of others).
• Listening to instructions and asking question as required (e.g. when receiving a new work task).

Reading
• Ability to understand texts requiring the integration of a number of ideas and pieces of information (e.g. read a policy or procedure to respond to a client complaint or resolve an issue).
• Ability to select and apply procedures and strategies needed to perform a range of tasks after reading text (e.g. reading work instructions to make a decision about own work activities).
• Ability to interpret visual merchandising manuals, instructions and floorplans.
Writing
- Ability to develop a range of texts using formal or informal writing styles (e.g. to construct an email, letter, report, develop an action plan, complete a form or construct merchandising layouts with creative software).
- Ability to write instructions, give explanations, ask questions and express viewpoint (e.g. to respond to an email, provide information using email or record a comment from a client regarding the quality of service).

Numeracy
- Able to use a calculator for everyday and routine calculations including addition, subtraction, multiplication, division and percentages (e.g. for developing or interpreting budget information).
- Interpreting and comprehending routine data, tables, graphs or charts e.g. to understand the achievement of individual or team targets
- Calculation of measurements, use of scales and interpretation of plan data

Problem solving
- Draw conclusion and design a course of action e.g. to develop an implementation plan
- Gather, organise, process and share information e.g. research information to develop a plan that is shared with a work team or client
- Imagine possibilities and consider alternatives e.g. to identify a solution to a workplace problem
- Use materials and problem solving to address design with a range of construction techniques

Technology
- Use digital based technologies and systems e.g. email, internet searching, Microsoft Word, Excel, PowerPoint, and creative software (Adobe, Indesign or equivalent software)

Employability Skills
Listed below are the employability skills that an individual student needs to demonstrate during training and are highly valued by industry when seeking employment. As a student you must be able to demonstrate:

Communication
- The ability to develop and maintain relationships, trust and confidence.
- The ability to communicate with a range of people from different backgrounds and positions within the organisation.
- The ability to articulate an idea
- The ability to present verbally, in writing and non-verbally to a client in regards to a brief

Teamwork
- The ability to work with other people for a common outcome.
- Respect for other people and their role within the work team.
- The ability to accept direction and feedback.
- To respect and work within the creative process and consider the ideas of others
- Contribute as a member of a team for a positive outcome within a project

Problem solving
- The ability to identify potential problems and respond appropriately.
- The ability to ask questions and seek clarification when necessary.
- To identify possible creative solutions to a merchandising brief.

Initiative and enterprise
- Motivation and interest.
- The ability to seek assistance when necessary.
- Foresight / the ability to see what needs to be done.
- To complete required work within an industry standard timeframe.

Planning and organising
- Appropriate time management skills.
- The ability to prioritise, plan and organise own workload.
- Ability to work to a deadline.

Self-management
- Seek feedback and reflect on your own performance.
• Accept responsibility for own actions.
• Reflect and implement change on feedback.

**Learning**
• Ability to identify own strengths and weaknesses and seek assistance where necessary.
• The ability and motivation to build on past knowledge and experience.
• The ability to take on new information and tasks.
• The ability to accept and implement new practical skills

**Technology**
• The ability to learn and adapt to new technology.
• The ability to access information and use digital media for study and work.
• The ability to recognise changes in the retail landscape in use of technology.

**Vocational Placement Requirements**

There are no vocational placement requirements

**Other Considerations**

• Access to a computer and internet is fundamental to the successful completion of all certificates in Visual Merchandising.
• Students are required to have access to a computer and internet. Student notes, resources, activities and assessment may be accessed via TAFE SA portal and TAFE SA Moodle. *(TAFESA students can access computers via TAFESA Libraries/ internet is accessible on all TAFESA campuses).*

**Workplace Health and Safety**

All students who have completed their qualification must be able to understand their workplace health and safety obligations and safety requirements under the:

• Workplace Health and Safety Act 2012 (South Australia), which imposes obligations on people at workplaces to ensure workplace health and safety.
• Workplace Health and Safety Regulation 2012 (South Australia) that describes what must be done to prevent or control certain hazards which cause injury, illness or death.
• Codes of Practice, which are designed to give practical advice about ways to manage exposure to risks common to industry.

And all students who have completed a qualification must be able to understand, participate and implement in Risk Assessments, Incident Reports and Hazard Identification.

**Industry Legislation or Licencing**

*No licensing, legislative or certification requirements apply to this qualification at the time of publication.*

**Before you Enrol**

• If you intend to enrol in Visual Merchandising please review these inherent requirements listed in this statement and think about whether you might experience challenges in meeting them.

• If you think you might experience challenges related to your disability or health condition or for any other reason, you should discuss your concerns with the Program Area, a Student Services Staff member and/or a Disability Access and Equity Officer.

• If you have made an informed choice that this is not the right pathway for you, please consider another qualification or the following programs: