

NORTH WEST SCHOOL^{OF} DESIGN

Visual Merchandising 2022



Visual Merchandising is practice within the retail industry of developing floor plans and three-dimensional displays in order to maximize sales. Both goods and services can be displayed to highlight their features and benefits.

DESCRIPTION

Window Dressing / Visual Merchandising and instore display is called the "Silent Seller". The course is ideal for any person in retail (not only fashion retailers). Course includes; Duties and responsibilities of the Visual Merchandiser. Principles of window displays, Planning and preparation of windows, Props and lighting and selection of stock for window displays and promotional signage and marketing.

WHAT ?

The **Visual Merchandising** course includes duties and responsibilities of the Merchandiser,

- Principles of window display,
- allocation of window,
- planning and preparation of windows,
- Props and lighting,
- selection of stock for window display,
- Promotional signage and marketing



WHERE ?

The address for the classes;

1 B Joe Slovo Road, (Oudorp Pharmacy Complex), on the N12 highway.
KLERKSDORP.

WHEN ?

This 1(one) Month course begins on 4 May – 30 May 2022

All classes are presented on **Monday and Wednesday evenings from 17:30 – 19:00.**

Should classes fall on a public holiday, the lecturer will inform students accordingly of changes in their class schedule.

Term breaks will also be discussed, as there will be no classes during school term breaks.



WHAT DO YOU NEED?

Pen

Notebook

Flip-file (30 pages) for your student notes.

WHAT WE PROVIDE

Visual Merchandising handouts

HOW DO I PAY?

Payments for class fees and other fees can be made directly into the banking account of North West School of Design.

Alternatively, fees can be paid in cash at the North West School of Design and a receipt will be issued to the student.

Banking Details will appear on the registration form, use Initials and surname as reference.

CLASS FEES

The Visual Merchandising course costs are as follows:	
Registration fee (Payable before classes commence)	R350.00
Class fee (Payable with registration)	R700.00
Student notes fee (Payable with registration)	R250.00
Total	R1300.00

LECTURER



MARTIE VAN NIEKERK

Martie van Niekerk, is a retail specialist, and started off her career as Visual Merchandiser.

Some companies that she had the opportunity to transform was Foschini and MrPrice Home but to mention a few.

Martie assists students by giving them practical and theoretical advice in the field of Visual Merchandising.

Please complete form and scan and send back to charles@nwsd.co.za or pa@nwsd.co.za including your proof of payments.

Visual Merchandising REGISTRATION FORM

This contract confirms the registration of _____ (name of student) for the course,
Visual Merchandising 2022.

I, _____ (person liable for payment of fees) the undersigned,
understand and accept the above-mentioned student for the above-mentioned course.

I understand that the registration fee is not refundable on cancellation by myself or the student. I understand that North West School of Design will however reimburse the registration fee, should the course gets cancelled by North West School of Design.

I, _____ (name of student) that once, the course has started and the student withdraws a 15% cancellation fee of the total course fee to be repaid to North West School of Design.

I also understand and accept that lessons that have been missed from student, will not be refundable or deducted from the total class fees payable, as the price of the course is related to the course content and not hourly/class rate.

Students must also abide to class times and class set-out schedules.

Registration forms to completed and be emailed back to charles@nwsd.co.za

Also remember your copy of your id and also proof of address.

Banking Details:

Bank: FNB Klerksdorp Account no: 621 0603 2866

Account name: Protocol General Sales TA NWSD

Ref: VM & Surname

Details of person paying the fees

Student Details

Name	Name
Id number	Id number
Cell number	Cell number
Work Telephone Number	Home Telephone Number
Home Address	Home Address
Employer Name and Number	Email Address
Signature of person paying fees	Signature of student
Signature of Witness	Name of Witness

Copy of Id	
Proof of Address	
Captured on Kid-e-sys	

Short Courses

Here at North West School of Design, our short courses are a combination of evening classes and Saturday workshops ranging from one –day workshops to two month part-time courses.

In the efforts to make our short course more affordable, the NWSD short courses are offered as non-credit bearing courses, as these courses are not unit standard based. Student therefore receive a non-credit bearing certificate after completing the short course.

What Does It Mean If My Course Is Non-Accredited?

Are you interested in studying a non-accredited course, but not sure whether it is worth the time and money? Many people are still under the impression that a non-accredited course has no value. This is not true. Non-accredited courses are great for learning a new skillset or building on your existing proficiencies. What's more, they are shorter in duration, which means that you can gain a new skill set in as little as six months.

What you need to know about non-accredited courses

- A non-accredited course has no connection to an external accreditation or professional body.
- Non-accredited courses focus on equipping the student with a specific knowledge and skillset.
- You can study a non-accredited course to help you in your current and future career, or for hobbyist purposes.
- Even though it carries no professional recognition, you can still list it on your CV.
- Non-accredited courses are often shorter in duration.
- Non-accredited courses are not as expensive as professional study programmes.
- Non-accredited courses are more affordable than accredited study programmes.

The advantages of studying a non-accredited course.

- The study material and assignments are not as complicated. Also, there are no exams.
- Non-accredited courses are often shorter in duration, which means that you can gain a new skillset in a short period of time.
- A non-accredited course can help you refine your skills.
- Non-accredited courses are still valuable in the job market.
- You can build on your knowledge and skill.
- The entrance requirements for non-accredited courses are not as strict as those for accredited courses.