



# NORTH WEST SCHOOL<sup>OF</sup> DESIGN

# VISUAL MERCHANDISING

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# NORTH WEST SCHOOL OF DESIGN

## WELCOME TO NWS D

North West School of Design (NWS D), founded by awarding winning and highly recognized Fashion Entrepreneur Marlene Oosthuizen, has recently celebrated 26 years of training International and South Africa's top designers and fashion professionals.

**NWS D is Accredited by the British Accreditation Council (BAC) as an International Centre.**

This achievement was awarded after the school underwent a rigorous evaluation process as well as an inspection by the BAC Inspectors from the UK.



This International Accreditation is just one step in ensuring that the school's approach to teaching and learning is recognised and quality assured providing our students with a better platform to launch their careers in the fashion industry.

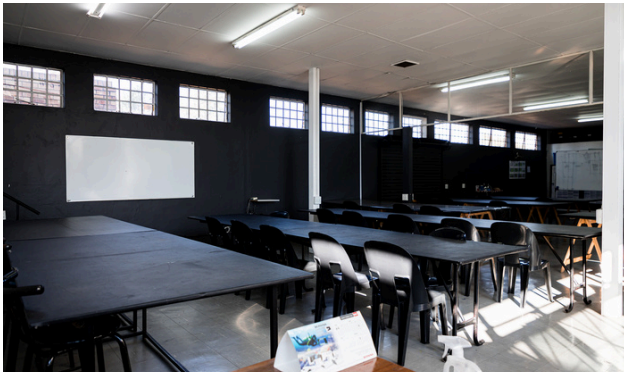
The British Accreditation Council (BAC) provides a comprehensive quality assurance scheme for independent further and higher education in the UK. BAC accreditation is recognised the world over by students, agents, and government officials as the clearest mark of educational quality in the private sector.

The BAC is a member organisation of the European Association for Quality Assurance (ENQA) in Higher Education. The North West School of Design is situated in the 'City of the People' - Klerksdorp, North West. Together with Rustenburg, Klerksdorp forms the economic heart of the Platinum Province, North West Province.

# OUR CAMPUS

The North West School of Design is a prestigious institution, boasting a vibrant campus café and a state-of-the-art clinic managed by a professional nurse. Recently transformed and expanded, the school now offers even more space and a dynamic workforce.

Nestled in Klerksdorp North West, in the charming Leinr Bk building, owned by the visionary Principal, Ms. Marlene Oosthuizen, the campus provides secure parking and exceptional working spaces. Additionally, students can enjoy a trendy thrift store, a cozy reading room, and with a fully equipped photo studio in the pipeline, making it a hub of creativity and innovation.



# COURSE INFO

Welcome to the North NWSD's comprehensive course on window dressing and in-store display! This course is meticulously crafted to provide you with the skills and knowledge necessary to excel in the competitive world of retail design.



Window dressing and in-store displays are vital components of visual merchandising that captivate potential customers and drive sales. A well-designed display not only attracts attention but also conveys the brand's story, highlights key products, and creates an immersive shopping experience. These elements are crucial in differentiating a retail space in a crowded market, engaging customers, and ultimately increasing profitability.

Moreover, the expertise gained from this course extends beyond the retail sector. Stylists can leverage these skills in various settings such as event planning, exhibition design, and interior decoration. Effective visual presentation is a universally sought-after skill that enhances environments and experiences, making this course invaluable for aspiring stylists looking to diversify their professional portfolio.



Visual Merchandising is described as the “Silent Seller”.

Student will be trained on all aspects of Visual Merchandising including;

- Props and Displays,
- Allocation of windows,
- Sales Techniques
- Selection of stock for window displays and
- Promotional signage and marketing.

North West School of Design offers a one (1) month PART TIME course in teaching students the following;

- Students will do practical and theoretical assignments as assigned by the lecturer.
- Final assessment will be done by the lecturer, whereby students will have the chance to style and accessorise a window in accordance to a theme set out by the lecturer.

*This class get presented by NWSD Assessment and Academic manager, Anke Van der Merwe, who has worked for a major fashion retailer as visual merchandiser.*

# ADMISSION REQUIREMENTS

- Applicants must be 18 years or older.
- No prior experience is required, but a passion for sewing and a willingness to learn are essential.

This course is non-accredited and is designed for personal enrichment and skill development. We welcome everyone who meets these requirements to join us on this creative journey to mastering commercial pattern making and machine sewing.

# CLASS SCHEDULES AND DATES

**Duration:** 1 Month

**Date:** 12 May – 2 June, Monday Afternoons from 14h00 to 16h00

*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.*

# FEE STRUCTURE & RESOURCES

Payments for class fees and other fees can be made directly into the bank account of North West School of Design. Banking Details will appear on registration form, use initials and surname as reference.

Please ensure to email your proof of payment and completed registration form to [admissions@nwsd.co.za](mailto:admissions@nwsd.co.za)

|                  |                  |  |
|------------------|------------------|--|
| Registration Fee | R 300.00         | This is your booking fee, which ensures your seat in class. This should be paid as soon as possible, and remember it is non-refundable, and to secure your place for the course. |
| Course Fee       | R700.00          | This is class fees, and it is payable at the beginning or end of every month. This can be paid via EFT or directly at NWSD.  |
| <b>TOTAL</b>     | <b>R1 000.00</b> |  |

# CERTIFICATION

Please refer to the Legal Status on our website.

At the end of the learning journey and exhibition, students receive a non-credit bearing certificate which includes the NWSD stamp, the BAC logo, student information and completion date, and the graduation date.

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.

# HOW TO REGISTER

Visitors are welcomed any academic day of the year for assistance with the application and registration process.

If you need help with your application, please feel free to:

- Go to the Contact us page
- Send an email to our Admissions Office, [admissions@nwsd.co.za](mailto:admissions@nwsd.co.za)
- Phone us: +27 (0)18 462 5149

Here are the steps to take when applying to study at NWSD:

## **STEP 1:** Get the Prospectus

Once you have worked through our course offerings and legal status and have established which course you would like to apply for, make sure to go through the course prospectus so that you are more familiar with our admissions criteria, class schedule, subject structures and examination procedures.

## **STEP 2:** Payment of Registration fee

It is vital that you pay your registration fee so to secure your seat

## **STEP 3:** Complete the Registration form

Once you have completed the form, please email or deliver to the admissions officer ([admissions@nwsd.co.za](mailto:admissions@nwsd.co.za))

# CONTACT US



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