



## 商品展示設計證書/文憑課程

# Certificate/Diploma in Visual Merchandising

### 課程簡介 Brief Program Content

商品展示設計師的工作是透過商品,色彩及空間的配合,設計出一個最佳的視覺環境給顧客及使用者,從而增加銷售數量。一間商店要吸引顧客消費,除了要將所有產品清晰,整齊的展示給顧客挑選,店舖的櫥窗,店舖的環境裝修與其售賣的商品是否達到和諧之協調效果,對顧客的選擇均有相當大的影響,同時亦能為公司建立鮮明形象,於競爭劇烈的市場中為公司奠定明確位置。 Visual Merchandiser is to design the best visual environment via a concert of merchandises, colors and space for customers and users in order to raise sales volume. With the purpose for attracting customers, it is important that if showcases, environmental decorations and merchandises in a shop create a harmonious coordination which is influential on customers' choices, in addition to a clear and neat product demonstration for customers. Such a harmonious coordination also establishes a prominent image for the company and consolidates the company's position in the competitive market.

### 課程特色 Program Features

- 本文憑課程共分三個階段:證書一(60小時);證書二(90小時);證書三(90小時);一共二百四十小時。成功完成三個證書後,學員會獲得文憑資格。  
This program comprises 3 levels: Level 1 (60 hours); Level 2 (90 hours); Level 3(90 hours). Certificate will be awarded after the completion of these 3 levels. The total duration of the program: 240 hours
- 透過理論,導師講解,實習,示範及參觀等訓練來認識商品展示設計。學員在本課程中可得到商品展示設計的基礎知識及應用技巧,學員修畢三個階段後更可獲文憑資格。 This program provides the knowledge of Visual Merchandising through theories, lectures, internship programs, demonstrations and trips. Participants can acquire the basic knowledge and practical skills of Visual Merchandising from this program, and gain a diploma in Visual Merchandising after the completion of 3 levels.
- 完成此課程者,可投身相關行業,成為一個出色的商品展示設計師。另外,此課程亦可幫助學員建立良好基礎,對於選擇繼續進修其他相關設計或藝術課程,能有莫大裨益。 Graduates can pursue their careers in related field as professional Visual Merchandisers. Besides, this program helps participants build a good foundation for Visual Merchandising. It is beneficial to the graduates who are prepared for further studies in other design related program.



## 授課語言 Medium of Instruction

主要以粵語授課,並以英語輔助 (講義包括中英文) Cantonese supplemented with English (Lecture notes in Chinese and English will be provided)



## 適合修讀人士 Target Participants

本課程歡迎任何人士報讀,特別是售貨員,零售業主管,零售店舖東主,展覽會組織者,希望轉行人士及對商品展示設計有興趣人士。This program is suitable for any person, particularly for salespersons, retail executives, retail shop owners, exhibition organizers, and those who want to work in other industries and are interested in Visual Merchandising.

### 課程費用 Tuition Fee

- ◆ 證書一 Certificate I : HK\$6,500
- ◆ 證書二 Certificate II : HK\$9,800
- ◆ 證書三 Certificate III : HK\$12,000

### Certificate I in Visual Merchandising 商品展示設計證書I 課程

- Introduction to VM (商品展示設計介紹)
- History of Design (設計歷史)
- VM Design I (商品展示設計 I)
- VM Product Knowledge (商品認識)
- Product Presentation (產品陳列)
- Merchandising and Category Presentation (商品及項目分類)
- Mannequin I (模特兒裝飾及擺設 I)
- Retail Design Drafting (草圖設計)
- VM Marketing I (市場推廣 I)

### Certificate II in Visual Merchandising 商品展示設計證書 II 課程

- VM Design II (商品展示設計 II)
- Mannequin II (模特兒裝飾及擺設 II)
- Illustration I (插畫 I)
- VM Lighting I (燈光 I)
- Design for Merchandising (商品設計)
- Store Planning I (商店策劃)
- VM Marketing II (市場推廣 II)
- Lettering I (字樣設計搭配 I)
- Exhibition Design I (展覽設計 I)

### Certificate III in Visual Merchandising 商品展示設計證書 III 課程

- VM Lighting II (燈光 II)
- Store Design (商店設計)
- VM Design III (商品展示設計 III)
- VM Marketing III (市場推廣 III)
- VM Lettering II (字樣設計搭配 II)
- Illustration II (插畫 II)
- Exhibition Design II (展覽設計 II)
- Shop & Business Management (商店及業務管理)
- Store Planning II (商店策劃 II)
- VM & Brand Management (VM 及 Brand 管理)
- Case Studies (個案實習)



### 主辦機構



MAGNA EDUCATION CENTER  
智權教育中心

教育局學校註冊編號: 562491

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新寶廣場6樓  
電話: (852) 2155 1800  
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### 合辦機構



Asia Society of Visual Merchandising

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網址: www.asiasocietyvm.com

開課日期: 19/07/2010 (逢星期一及四)

時間: 7:00pm-10:00pm

\*研討會將會星期六或星期日舉行 (2:00-8:00pm), 有專人另行通知

Commencement date: 19/07/2010 (Every Monday and Thursday)

Time: 7:00pm-10:00pm

\*Occasional workshop will be held on Saturday or Sunday  
(Normally 2:00-8:00pm)