



亞洲商品展示設計師協會

Asia Society of Visual Merchandisers



MAGNA EDUCATION CENTER
智權教育中心

商品展示設計文憑課程(策劃及管理)

Diploma in Visual Merchandising (Planning & Management)

An innovative course for those who are interested in acquiring a thorough understanding of Visual Merchandising (VM) and aiming to pursue a leading role in VM working sector in the future. No previous design or VM knowledge is required.

本課程專為有興趣全面認識商品展示設計，並有志在相關行業大展拳腳的人士而設。學員不需具備有關設計或商品展示設計方面的知識。

This program is designed to provide intensive VM training focusing in theory, practical knowledge and managerial skills. These hands-on skills and techniques in Visual Merchandising and presentation are essential for graduates to perform their job as professional Visual Merchandisers at a supervisory level after graduation.

課程旨在提供密集式商品展示設計訓練，主要集中於理論及實踐的知識和管理技巧，有助學員掌握重要的商品展示設計和陳列技巧，於畢業後成為具監督水平的專業商品展示設計師。

Tuition Fee 學費

Level I : HKD \$8,000

Level II : HKD \$9,000

Level III : HKD \$9,000



This program comprises 3 levels: Level I (75 hrs); Level II (75 hrs) and Level III (75 hrs); total of 225 hours

本文憑課程共分三個階段：第一階段(75小時)；第二階段(75小時)；第三階段(75小時)；共225小時。

Admission Prerequisite

1. Completion of F.5 or equivalent with at least 2 years working experience; or
2. Completion of F.6 or equivalent; or
3. Aged 21 or above with at least 5 years relevant working experience.

報讀要求:

1. 完成中五課程或至少2年相關工作經驗；或
2. 完成中六課程；或
3. 年齡21歲或以上，具備至少5年相關工作經驗

Lectures and intensive workshops will be conducted, allowing students to acquire in-depth knowledge in:

- ◆ Visual Merchandising
- ◆ Design concept and principles
- ◆ Fashion design and operation
- ◆ Retail management

課堂和精讀工作坊幫助學員深入了解以下方面知識:

- 商品展示設計
- 設計概念和原則
- 時裝設計和運作
- 零售管理



Level I 第一階段 -

Principle of Visual Merchandising and Design Application

商品展示設計及設計應用原則 (75 hours /小時)

Course Outline 課程大綱 ::

- Introduction to Visual Merchandising 商品展示設計介紹
- VM Product Knowledge and Presentation 商品認識及陳列
- VM Design and Presentation 商品展示設計及陳列
- Color Theory and Application 色彩理論及運用
- Design psychology 設計心理學
- Lettering and Illustration 字樣設計搭配及插畫
- Introduction to Mannequin 模特兒裝飾及擺設介紹
- Fashion Trend and History 時尚潮流及歷史
- Fashion Styling and Selection 時尚潮流及選擇
- Fashion Research and Product Development 時尚研究和產品開發
- VM Marketing and Consumer Behavior 市場推廣及消費者行為

Level II 第二階段 -

Comprehensive Visual Merchandising Techniques

全面商品展示設計技巧 (75 hours /小時)

Course Outline 課程大綱 ::

- Merchandising and Category Presentation 商品及項目分類
- VM Lighting & Fixture 燈光及設備
- Color Psychology 色彩心理學
- Mannequin Styling, Settings & Selection 模特兒裝飾與擺設潮流、佈景及選擇
- Fashion Merchandising 潮流商品
- Fashion Textile 潮流紡織品
- Design Concept and Implementation 設計概念及實踐
- Design in Exhibition and Event Display 展覽及活動展示設計
- VM Marketing and Advertising 市場推廣及廣告
- Introduction to Store Planning 商店策劃介紹

Prerequisite 入學要求:

Completion of Level I; or completion of Advanced Professional Certificate in Visual Merchandising or equivalent.
完成第一階段、持有商品展示設計高級專業證書，或具同等資格。

Level III 第三階段 -

Strategic Visual Merchandising Planning & Management

商品展示設計策劃性規劃及管理 (75 hours /小時)

Course Outline 課程大綱:

- Store Planning and Design 商店策劃及設計
- Strategic topics on visual merchandising 商品展示設計策略性議題
- English and Mandarin Workshop 英語及普通話工作坊
- VM and Brand Management 商品展示設計及品牌管理
- Brand Image and Advertisement 品牌形象及廣告
- Retail merchandising and management 零售商品及管理
- Store and Exhibition Management 商店及展覽管理
- VM Operations Management 業務管理
- VM Personnel and Management 人事及管理

Prerequisite 入學要求:

Completion of Level II; or completion of Diploma in Visual Merchandising or equivalent.

完成第二階段、完成商品展示設計文憑課程，或具同等資格。

Medium of Instruction

Cantonese supplemented with English

授課語言:

主要以粵語授課，並以英語輔助

Form of Assessment

100% by course work, including class participation, homework and group project.

評估方式:

100%按習作評分，包括課堂參與、功課和小組習作。



MAGMA EDUCATION CENTER
智權教育中心
EBU School Registration Number: 562491

Course Organizer

Address: 6/F, Sino Cheer Plaza, 23 Jordan Road, Jordan, Kowloon
Telephone: 2155 1800
Fax: 2155 1880
Website: www.magna.edu.hk



Asia Society of Visual Merchandising

Course Partner

Address: Room 2301, World-Wide House, 19 Des Voeux Road, Central, Hong Kong
Tel.: (852) 2525 5603
Fax: (852) 2804 6133
E-mail: info@asiasocietyvm.com
Website: www.asiasocietyvm.com