

Visual Display and Branding for Fashion Retail - Level 4 Diploma (UAL)

This course is accredited by UAL.

This course will provide students with the specialist knowledge and skills to understand the importance of visual display through key design principles, retail branding contexts, creative concepts and innovations.

This course will be delivered using a range of activities to ensure students gain a practical and theoretical understanding of fashion retail business skills. As part of the course, students will explore the changing environment and influences on fashion retail businesses and will help them to understand the context, structure and functions of different fashion retail businesses from a management perspective to achieve competitiveness, efficiency and profitability.

Work placement opportunities and industry-led projects are strong elements of your studying and will allow students to gain a comprehensive view of fashion retail work opportunities, enabling them to enter this area of the industry.

For information on our Higher Education policies including admissions, fees, and student contracts, please see the links below:

- [Admissions Policy](#)
- [Complaints Policy](#)
- [Fees Policy](#)
- [HE Student Contract](#)
- [HE Student Protection Plan](#)

For our full list of policies, governance and fees please visit our [policy page](#).

WHAT WILL I STUDY?

You will learn about the following:

- Unit 1: Understanding past, present and future contexts in fashion retail
- Unit 2: Preparation for progression
- Unit 3: Design for visualisation in retail contexts
- Unit 4: Retail Branding Contexts

Start Date: 29 September 2025

Duration: 35 Weeks

Attendance: Full Time

Center: Holloway

<https://www.capitalccg.ac.uk/course/pdf/40906/>



- Unit 5: Fashion retail concepts and innovations
- Unit 6: Individual negotiated retail project

WHAT WILL I NEED?

There are no formal entry requirements for this qualification. However, it is recommended that students have a minimum of 5 × GCSEs grade 4 or grade C, including English and Maths, and one A Level (or equivalent Level 3 qualification), preferably in a related subject.

International students are expected to demonstrate that they have a good level of written and spoken English with a recommended minimum IELTS (or equivalent) score of 5.0.

HOW WILL I BE ASSESSED?

This qualification is assessed through five internally assessed and internally verified units (Units 1–5), which are subject to quality assurance by the Awarding Body. Units 1– 5 are graded Pass/Fail only.

One internally assessed and internally verified unit (Unit 6) is graded by the centre and externally moderated by the Awarding Body. Unit 6 is graded as Fail, Pass, Merit or Distinction.

WHAT WILL IT COST?

ADULTS - LEVEL 4

If you will be aged 19+ before the start date of your course and plan to study a Further Education course at Level 4, and you are out of work or on a low income, your study with us may be free. Otherwise, you may have to pay the fees yourself or apply for an Advanced Learner Loan.

Please see here for the documents you will need to show us.

Some courses are free of charge as they are funded by the Greater London Authority (Mayor of London). Please contact us to confirm if you are eligible.

Some courses will have other associated costs, such as specialist materials and trips. Many of our students are eligible for financial support, see here for details.

You will be expected to buy art materials to support your project work.

WHAT CAN I DO AFTER?

This course has been designed to provide students with the knowledge, skills and understanding needed to progress to degree-level study or employment in the fashion retail industry.

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