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Westminster
Kingsway College

The College of
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Capital
City
College
Training

Fashion and Visual Merchandising - Level 3 Extended Diploma (UAL)

The Fashion and Visual Merchandising course utilising the Level 3 Fashion and Business Retail specification from the University of the Arts London (UAL) is a comprehensive and dynamic program tailored for individuals aspiring to excel in the vibrant world of fashion retail.

Structured around the UAL framework, this course provides a multifaceted approach, integrating theoretical knowledge with hands-on practical experience. Students delve into the core concepts of fashion business and retail, exploring the intricate relationship between design, marketing, and consumer behaviour.

The curriculum covers a wide spectrum, from understanding the fundamentals of fashion trends and merchandising strategies to mastering the art of visual storytelling through displays and presentations. Students gain insights into the global fashion market, learning to analyse trends, predict consumer demands, and create compelling retail experiences.

What sets this program apart is its emphasis on fostering creativity alongside business acumen. Students are encouraged to unleash their creative potential while honing essential business skills necessary for success in the competitive fashion industry. They engage in projects that challenge their creativity in crafting visually impactful displays while developing an understanding of the commercial aspects vital for profitability and sustainability.

The course structure encourages collaboration and critical thinking, fostering an environment where students learn not only from seasoned professionals but also from their peers. Practical workshops, industry insights, and live projects enable students to apply their learning in real-world scenarios, preparing them for the multifaceted roles within the fashion and retail landscape.

Extended Diplomas have two one-year programmes. You need to finish the first year before moving on to the second.

WHAT WILL I STUDY?

Foundation Modules: These introductory modules lay the groundwork, covering fundamental concepts such as fashion retail principles, consumer behaviour, and trends analysis.

Start Date: 2 September 2024

Duration: 2 Years

Attendance: Full Time

Location: King's Cross Centre

<https://www.capitalccg.ac.uk/wkc/course/course-detail/pdf/38475/>



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Visual Merchandising Techniques: Focuses on the principles of visual storytelling, display creation, and store layout design. Students learn how to craft compelling visual narratives that align with brand identity and captivate consumers.

Fashion Business and Marketing: Explores the business side of fashion, including marketing strategies, retail operations, inventory management, and financial aspects specific to the fashion retail sector.

Trend Analysis and Forecasting: Equips students with the skills to predict trends, understand market dynamics, and anticipate consumer preferences, essential for creating successful retail strategies.

Practical Workshops and Projects: Hands-on activities, workshops, and industry projects offer practical application of theoretical knowledge. Students work on live briefs, collaborate with industry partners, and engage in real-world simulations to develop their skills.

Industry Insights and Guest Lectures: The involvement of industry professionals through guest lectures, seminars, and field trips provides valuable insights into current trends, challenges, and best practices within the fashion retail landscape.

Final Projects and Portfolio Development: Culminates in final projects where students apply their acquired knowledge and skills. They create comprehensive visual merchandising displays, business plans, or campaigns, often compiled into a portfolio showcasing their abilities.

This breakdown ensures a holistic learning experience that combines theoretical understanding with practical application, enabling students to emerge as well-rounded professionals ready to tackle the multifaceted demands of the fashion retail industry.

WHAT WILL I NEED?

- **Four GCSEs at grade 4 or above, including English Language or Maths or an equivalent Level 2 qualification at Merit (and Functional Skills in English at Level 2/GCSE English Language at grade 4 or above)**
- **An interest in the fashion or design sector**

All applicants must have an interview to confirm that the course is suitable for them.

HOW WILL I BE ASSESSED?

Coursework and Projects: Students undertake various coursework assignments and projects throughout the program. These could include creating visual merchandising displays, conducting trend analyses, developing marketing campaigns, or crafting business plans. These projects are often presented as portfolios or reports, allowing students to showcase their creativity and analytical skills.

Practical Assessments: Assessments may involve practical tasks such as designing and executing visual merchandising installations within a simulated or real retail environment. This allows students to demonstrate their ability to translate theoretical knowledge into practical, visually compelling displays.

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Written Examinations: Traditional written exams may assess theoretical knowledge on topics like fashion retail principles, consumer behaviour, marketing strategies, and trend analysis. These exams test comprehension and critical thinking skills.

Presentations and Reviews: Students may be required to present their projects or analyses to a panel of faculty or industry professionals. These presentations evaluate their communication skills, and ability to articulate ideas and respond to questions or critiques effectively.

Industry Collaboration and Feedback: Assessments will involve industry collaborations where students work on live briefs or projects with industry partners. Feedback from industry professionals could be incorporated into the assessment process.

Portfolio Assessment: Towards the end of the course, students compile a comprehensive portfolio showcasing their best work, demonstrating their growth, skills, and competencies developed throughout the program. This portfolio serves as a summative assessment of overall performance.

WHAT WILL IT COST?

AGED 16-18

If you will be aged 16, 17 or 18 on 31st August prior to the start date of your course and you have the legal right to remain in the UK for the duration of your programme then your study with us will be free. Please see [here](#) for the documents you will need to show us.

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

ADULTS - LEVEL 3

If you will be aged 19 to 23 prior to the start date of your course, and do not already have a full Level 3 qualification, you may be eligible for a Level 3 entitlement, in which case your study with us will be free. If you are older, or already have a Level 3, we have many other Level 3 courses that are also [free](#) to study. Otherwise, you will 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 will have other associated costs, such as for specialist materials and trips. Many of our students are eligible for financial support, see [here](#) for details.

WHAT CAN I DO AFTER?

Upon completion, graduates emerge equipped with a comprehensive skill set, poised to thrive in diverse roles such as visual merchandisers, retail managers, trend analysts, and more, making a significant impact in the dynamic world of fashion retail.

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