



www.britishdisplaysociety.co.uk

New Career opportunities with the BDS

Enrol on a BDS Course

- Visual Merchandising
- Retail Display
- Product and Service Presentation
- Point of Sale Design
- Exhibition Design

Let the BDS show you the way!

BDS COLLEGE-BASED COURSES

GC01 General Certificate in Display - *One year, full time*

Objectives of the course

- To give a comprehensive overview of display to enable the student to appreciate the function of display and visual merchandising within the industry
 - To provide an in-depth knowledge of the fundamental principle and practices of display design and visual merchandising and all other promotional activities
 - To provide a basis for further study and advancement within the field of display design, visual merchandising, and other forms of product presentation
 - To provide the student with sufficient knowledge and skills to enhance career prospects in all promotional fields on completion of the course
 - To prepare the candidate to take an appropriate BDS exam and qualification
 - To prepare the candidate to take a higher level BDS course
-

GC02 General Certificate Higher Level - in Display – *One year, full time*

Objectives of the course

- To build on and develop such skills as are embraced within the General Certificate Course
 - To provide students with such additional practical skills and theoretical knowledge of display and visual merchandising to enable them to function within industry as a team member or with only minimum supervision
 - To provide students with all necessary drawing, design, planning, visual and fabricating skills as are required by the industry
 - To provide students with such skills and knowledge as to enable them to advance to a junior supervisory appointment
 - To prepare the candidate to take an appropriate BDS exam and qualification
 - To prepare the candidate to take a higher level BDS course
-

ND01 National Diploma in Retail Display Design - *Two year, full time*

Objectives of the course

The Advanced Diploma in Retail Display Design is a course specifically directed to candidates who on completion will expect to enter the employment sector with a level of responsibility leading to a fast-track supervisory or management appointment, to enter private practise or to use as a platform for further appropriate studies. Topics covered within the syllabus include general design, preparation for working drawings and visuals, merchandise handling, production of props and backgrounds, workshop practice, practical installations of displays, promotional and trading policies and functions, and a knowledge of retail law and all other associated disciplines, relationships with suppliers & contractors, budget control, estimating, specifications & quotations, and invoicing.

ND02 National Diploma in Point of Sale Design & Merchandise Projection **Two-year, full-time**

Objectives of the course

The Advanced Diploma in POS Design course (including merchandise projection) is a course specifically directed to candidates who on completion will expect to enter the employment sector with a level of responsibility leading to a fast-track supervisory or management appointment, to enter private practise or to use as a platform for further appropriate studies. Topics covered within the syllabus include the design of packaging and POS material, signage production and printing, cardboard engineering and production of dummy packs, showcards, graphics, dispensers and all other forms of 'purchase persuaders', relationships with suppliers & contractors, budget control, estimating, specifications & quotations, and invoicing.

ND03 National Diploma in Exhibition Design, including 3D Design, Retail & Spatial Design **Two-year, full-time**

Objectives of the course

The Advanced Diploma in Exhibition Design course (including 3D, retail design and spatial design) is a course specifically directed to candidates who on their completion of it will expect to enter the employment sector with a level of responsibility leading to a fast-track supervisory or management appointment, to enter private practise or to use as a platform for further appropriate studies. Topics covered within the syllabus include design, production of plans and working drawings, production of colour visuals, use of computer aided design, model-making of design proposals, the study of structures, lighting, traffic flow, building regulations and health and safety law, understanding the responsibilities of exhibition display team staff and on-site relationships with contractors, budget control, estimating, specifications & quotations, and invoicing.

TC01 Technician Certificate **One year, part time**

Objectives of the course

- To give comprehensive overview of display to enable the student to appreciate the function of display and visual merchandising within industry
 - To provide a basic knowledge of the fundamental principles and practices of display design and visual merchandising with special reference to industrial needs
 - To provide a basis for further study and advancement within the field of display and visual merchandising
 - To provide the student with sufficient knowledge and skills to enhance career prospects on completion of the course
 - To prepare the candidate to take an appropriate BDS exam and qualification
 - To prepare the candidate to take a higher level BDS course
-

CERTIFICATED SHORT COURSES - Duration 60 hours per level

SC01 Visual Merchandising and Merchandise Handling Skills - Level 1 & 2, 60 Hours per level

Course content and core elements are directed at:

- Development of manual, manipulative and visual merchandising skills
 - An ability to select, group and relate fundamentally different inter-departmental merchandise
 - An ability to use and convert 'found' props
 - An understanding of style, composition, grouping and elementary lighting to enhance sales
 - An awareness of changing market needs and fashion trends
 - An understanding of shop layout, traffic flow, display vantage points, sales hot-spots, signage, etc.
 - The development of rudimentary design and drawing skills together with an ability to produce simple colour visuals and basic drawings to scale
 - An ability to understand both the role and the need for a house-style
-

SC02 Prop Making and Display Background Design - Level 1 & 2, 60 Hours per level

Course content and core elements are directed at:

- Development of drawing and design skills
 - An ability to use basic construction skills
 - An ability to use and convert 'found' props
 - An understanding of style, proportion, colour, composition, grouping and elementary lighting, how merchandising relates to its setting, and an ability to understand both the role and need for a house-style where appropriate
 - An ability to produce simple colour visuals together with working drawings drawn to skill, and to arrive at draft costings
 - The development of rudimentary skills in working with metals, card and board, timber, plaster, plastics, surface coverings, paint and textiles for decorative and prop-making use
 - An ability to work in a large-scale format for backgrounds; e.g., collage and painted murals, photographic enlargements, projected images and colour lighting
-

SC03 Interior Design and Styling Level 1 & 2, 60 Hours per level

Course content and core elements are directed at:

- The development of drawing and design skills
 - An understanding of colour theory, domestic lighting effects and creation of atmosphere
 - An understanding of such architectural styles such as Norman, Tudor, William and Mary, Regency/Georgian, Victorian/Edwardian and post-Edwardian
 - An understanding of such interior styles as Medieval, Gothic, Elizabethan/Jacobean, Georgian, Baroque/Rococo, Victorian, Edwardian, Shaker, Art Nouveau, Art Deco, Arts and Crafts Movement, Bauhaus and Biedermeier
 - An ability to produce simple colour visuals and basic plans drawn to scale
 - An understanding of the work of such designers/decorators as Nash, Adams, Kaufman, Burges, Morris, Mackintosh, Chippendale, Hepplewhite, Sheraton, Eames, Race and Conran
 - The production of colour/mood boards together with rooms layouts including fabrics, carpet, wallcoverings, furniture coupled with accessories and ornamentation
 - The ability to use surface decoration and paint effect such as ragging, dragging, sponging, stencilling, trompe L'oeil, distressing, together with computer-generated transfers and decoupage
 - An introduction to other interior styles such as Indian, Chinese, Japanese, Islamic, Spanish and Mexican
-

SC04 Museum, Library and Visitor Attraction display Level 1 & 2, 60 Hours per level

Course content and core elements are directed at

- An ability to select suitable illustrations to support an exhibit or story-line, a familiarity and understanding of Copyright law, identify and use picture sources and locate copyright-free artwork. Be able to use reprographic equipment together with mounting techniques
- An understanding of composition, grouping and such lighting needed to enhance and present exhibits in a visually pleasing and story-telling manner
- The development of rudimentary design and drawing skills together with an ability to produce simple colour visuals and basic plans and drawings to scale
- An ability to select backgrounds for exhibits such as: natural materials, fabrics, murals and photographs, etc.
- The ability to use surface decoration and paint effects such as ragging, dragging, sponging, stencilling, trompe L'oeil, distressing, together with computer generated transfers and decoupage
- An understanding of floor layout, visitor traffic flow, display vantage points, visual hot spots and signage, etc.
- An ability to design and fabricate object mounts and supports from such materials as are acceptable to meet conservation needs
- An introduction to object conservation. Identify and use acid-free materials together with an understanding of lux levels when lighting objects on display and the need to take all other necessary precautions when handling or displaying objects of value
- An ability to make small scale models of design ideas to such a standard as to convey your proposal ideas to other. Become familiar with display screen systems and their use for in-house exhibitions as well as easy to erect travelling exhibitions
- A familiarity with type styles and point sizes. An ability to draft and produce object captions and text. Understand point size in relation to viewing/reading distance. Be familiar with FRY READABILITY TESTS and other comprehension systems to arrive at an appropriate reading age

For further information and enrolment details contact the college of your choice.