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## New Career opportunities with the BDS

### Enrol on a BDS Course

- Visual Merchandising
- Retail Display
- Product and Service Presentation
- Point of Sale 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
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### **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.

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### **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.

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## **SPECIFIC SUBJECT 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
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### **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
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*For further information and enrolment details contact the college of your choice.*