

Branch : Handicrafts and crafts (hc)



Code : VISMER

Option : Visual merchandising

Level : Bac Pro

Prerequisites:

Opportunities:

They work for large commercial brands, independent or franchised businesses, or even agencies specialising in visual identity, for trade shows, showrooms and cultural institutions.

Description :

From the idea or design-creation project, the holders of this diploma produce a prototype intended to be reproduced in limited series or in large numbers. In a methods office, they carry out sampling, choose the appropriate materials, draw up the production schedule and calculate a provisional price.

The visual merchandising option provides access to the profession of display and visual presenter. Thus, the holders of the vocational baccalaureate contribute to the optimisation of sales by fitting out the windows, shelves or shops of a large commercial chain or an independent business. They enhance the value of products from an aesthetic and commercial point of view.

Quality and competences :

The areas of competence of this bac pro are :

The crossroads of applied arts, techniques of installation or removal of decoration and commercial and management techniques, with a view to participating in

The enhancement of products from an aesthetic and commercial point of view, as well as the enhancement of the visual identity of a sign to encourage impulse buying.

The knowledge acquired during the course enables students to optimise sales by fitting out the windows, shelves or shops of a large commercial chain or an independent business. The vocational baccalaureate also trains students to produce a prototype intended to be reproduced in a limited series or in large numbers from the idea or project of a creative designer.

In a methods office and according to a specification, the student is prepared to carry out sampling, choose the appropriate materials, draw up a production schedule and calculate a provisional price.