



APPENDIX TO DIPLOMA (*)



SWEDEN

1. EXAMENSBEVISETS BENÄMNING

Kvalificerad Yrkehögskoleexamen

Kvalificerad Butikskommunikation

2. TRANSLATION OF DIPLOMA TITLE

Advanced Diploma in Higher Vocational Education

Qualified Visual Merchandiser

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of the various types of material used in visual merchandising and of retail design.
- Knowledge about the various types of display and presentation techniques and about lighting,
- Knowledge about how the experience of colour and form is created and its effect on the space.
- Knowledge about visual communication.
- Knowledge about style groups and trends.
- Knowledge about the functions and use of various computer programs used in visualisation.
- Knowledge of the sales process and sales techniques, and of cause and effects in the marketing process.
- Knowledge about project development and project management, about organisational and professional development, leadership, coaching and conflict management.
- Knowledge about risks and working practices which increase safety in the retail space.
- Knowledge of the fundamentals of retail finance.
- Proficiency in managing retail finance, measurement and analysis of sales areas and sales results.
- Proficiency in creating a well-arranged retail space and in visualising and communicating the product range in an effective way with regard to recycling and reuse.
- Proficiency in matching and coordinating products in a way which promotes sales and in exposing the product through various media in the retail environment.
- Proficiency in strengthening the brand through visual communication, in realising the company's concept for the retail environment's various media, in displays and shop windows.
- Proficiency in creating a retail display which increases sales.
- Proficiency in the planning and execution of campaigns, activities and changes in a retail space.
- Proficiency in the planning and execution of limited projects in the retail space (podiums, window displays etc.).
- Proficiency in evaluating the entire range of visual communication in the retail space.
- Proficiency in the practical management of retail decoration.
- Proficiency in lighting the retail space's various media, in undertaking simple carpentry and crafts.
- The ability work independently as a visual merchandiser in a retail environment.
- The ability to function as team leader in issues of visual merchandising and be able to coach colleagues in visual merchandising.

4. PROFESSIONS AVAILABLE FOR HOLDERS OF THE DIPLOMA

Visual Merchandiser, Retail Interior Decorator.

5. OFFICIAL STATUS OF THE DIPLOMA

Name, status and address of the institution awarding the diploma	Name, status and address of the public authority issuing the entitlement to award a diploma to education providers The Swedish National Agency for Higher Vocational Education Postal Address: Box 145, S-721 05 Västerås www.myh.se
Diploma Level (national or international designation) NQF/EQF: <i>scale not yet established</i> ISCED – scale:	Grading Scale Fail (Icke Godkänt - IG) Pass (Godkänt - G) Pass with Distinction (Väl godkänt - VG)

6. OFFICIALLY RECOGNISED MANNER OF OBTAINING THE DIPLOMA

Description of vocational education and training received	Per cent of whole programme (%)	Length (hours/weeks/months/years)
• College/education centre		weeks
• Placement – Learning in a work environment		weeks
Total teaching/study duration resulting in diploma		weeks/years
<p>Further information</p> <p>A higher vocational programme may be of 200 vocational credits, equivalent to one full academic year, or 400 vocational credits, corresponding to two full academic years. If the criteria in Chapter 2, Section 13 of the Ordinance (2009:130) on higher vocational education are fulfilled, a Diploma in Higher Vocational Education is obtained. If the criteria in Chapter 2, Section 14 of the Ordinance (2009:130) on higher vocational education are fulfilled, an Advanced Diploma Higher Vocational Education is obtained.</p> <p>Entry requirement is successful completion of upper secondary education.</p> <p>For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se</p>		

(*) Explanatory notes

This document is intended to provide additional information about the specified diploma and has no legal status in itself. It is based on Council Resolution 93/C No. 49/01 of 3 December 1992 on the transparency and clarity of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency and clarity of vocational education certificates, and the European Parliament and Council Recommendation 2001/613/EC of 10 July 2001 on mobility within the Union of students, persons undergoing vocational training, volunteers, teachers and educators.

Further information on transparency and clarity may be obtained from: www.cedefop.eu.int/transparency

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