



# Seneca

## Visual Merchandising Arts

[www.senecac.on.ca/fashion](http://www.senecac.on.ca/fashion)

**Design windows and in-store displays for retailers, prop companies and special event organizations.**

The Visual Merchandising Arts is a program designed to teach students display, promotion, and advertising techniques which create retail sales. Students learn to translate their 2 and 3 dimensional designs into practical displays.

The Visual Merchandising Arts Program has an articulation agreement with Concordia University of Montreal. Students earn a Fine Arts Degree in just 3 years with 15 credits from the VMA program.

Graduates of the Visual Merchandising Program may also apply to the Bachelor of Professional Arts (Communications) Degree Program at Athabasca University in Edmonton, Alberta. This program is offered via distance education, and may be taken on a full-time or part-time basis. Graduates will be granted direct entry into the third and fourth year of the degree program, where they will be required to complete 60 credits.

### ADMISSION REQUIREMENTS

Program Eligibility:

Ontario Secondary School Diploma with a majority of senior credits at the College Preparation (C), University (U) or University/College Preparation (M) level or Mature Student Status (19 years or older)

Grade 12 English: ENG4 (C) or ENG4 (U)

Applicant Selection:

Previous academic achievement (i.e. grades in pre-requisite subjects or their equivalents), will provide the basis upon which selection of applicants is determined. Students accepted into the program will write a placement test for English (skills test). In the even of over subscription, pre-admission testing, a college questionnaire, and/or attendance at an orientation may be required.

### Your Career

Visual Presentation Specialist  
Visual Merchandising Associate  
Display Artist  
Exhibition Designer

### Affiliation & Association

NADI National Association of Display Industries  
ISES International Special Events Society

### What You'll Learn:

Design Principles  
Drawing  
Window Display  
Mannequin Presentation  
Prop Construction  
Lighting and Styling  
Computer Design and Drafting  
Promotion and Advertising  
Photography/ Photo Styling  
Trade Shows and Special Events

### Plus:

Field Placement  
Field Trips  
Industry Projects and Events  
Competitions

### How to Apply:

Applications can be made through the Ontario College Application Service  
<http://www.ontariocolleges.ca>

Check out our website at:  
[www.senecac.on.ca/fashion](http://www.senecac.on.ca/fashion)

Contact our Admissions Advisor  
Maureen Massicot at 416-491-5050, ext. 2014  
[maureen.massicot@senecac.on.ca](mailto:maureen.massicot@senecac.on.ca)

Contact the Program Coordinator  
David McDermid at 416-491-5050, ext. 6146  
[david.mcdermid@senecac.on.ca](mailto:david.mcdermid@senecac.on.ca)