

Visual Merchandising Certificate

JCCC's Visual Merchandising Certificate teaches you to design eye-catching product displays and store layouts that encourage sales. Study the art of design, color theory, concept visualization, trend forecasting, and retail graphics. Use practical and theoretical techniques to guide a customer's purchasing journey through your store.

JCCC's fashion faculty provide expert knowledge you can immediately put to work in an internship or entry-level role. After earning your certificate, seamlessly continue your educational journey into the Fashion Merchandising and Marketing, AAS (<https://catalog.jccc.edu/archives/2025-26/degreecertificates/fashionmerchandisinganddesign/fashion-merchandising-and-marketing-aas/>) degree program.

Students must complete all FASH courses with a "C" or higher to be awarded this certificate.

(Major Code 7200; CIP Code 52.1902)

Fashion Merchandising & Design Program web page (<http://www.jccc.edu/academics/credit/fashion-merchandising-design/>)

Program Learning Outcomes

Johnson County Community College (JCCC) is committed to offering high-quality affordable programs that focus on developing knowledge and skills conducive to life-long learning. Both the General Education Student Learning Outcomes (<https://www.jccc.edu/about/leadership-governance/administration/institutional-effectiveness-branch/outcomes-assessment/learning-outcomes.html>) and Institutional Learning Outcomes (<https://www.jccc.edu/about/leadership-governance/administration/institutional-effectiveness-branch/outcomes-assessment/institutional-learning-outcomes.html>) convey JCCC's approach to programmatic outcomes. Additionally, students who successfully complete the Visual Merchandising Certificate from JCCC will be able to:

- Use practical and theoretical techniques to create visual displays that promote and sell products.
- Demonstrate mastery of visual presentation using techniques in layout, lighting, figures, and props.
- Demonstrate mastery of design, color theory, concept visualization, trend forecasting, and retail graphics.

Certificate Requirements

Fall Semester

Code	Title	Hours
FASH 121	Fashion Fundamentals	3
FASH 122	Aesthetics for Merchandising and Design	3
FASH 125	Visual Merchandising	3
MKT 121 or MKT 134	Retail Management Professional Selling	3
Total Hours		12

Spring Semester

Code	Title	Hours
Fashion Elective (see below)		3
FASH 225	Store Planning*	3
FASH 242	Product Knowledge for Merchandisers	3
FASH 277	Fashion Seminar: Career Options	2
FASH 282	Fashion Internship	1
Total Hours		12

Total Program Hours: 24

Program Electives

Code	Title	Hours
FASH 123	Apparel Construction I	4
FASH 130	Fashion Drawing	3



FASH 133	Computer Aided Apparel Design	3
FASH 150	Textiles for Fashion	3
FASH 215	Field Study: MAGIC Trade Show*	1
FASH 224	History of Costume	3
FASH 268	Field Study: The Market Center*	3

* This course has registration requirements.