

CATALOG INFORMATION

Dept and Nbr: FASH 52.2 Title: VISUAL MERCHANDISING
Full Title: Visual Merchandising
Last Reviewed: 9/11/2023

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	2.00	Lecture Scheduled	1.50	17.5	Lecture Scheduled	26.25
Minimum	2.00	Lab Scheduled	1.50	17.5	Lab Scheduled	26.25
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 52.50

Total Student Learning Hours: 105.00

Title 5 Category: AA Degree Applicable
Grading: Grade or P/NP
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:
Formerly:

Catalog Description:
The study of creative fashion presentations as used by merchandisers. Students will study all aspects of fashion display, including design principles, color, lighting, signs, graphics, fixtures, props, accessories, and mannequins. Students will produce various display windows.

Prerequisites/Corequisites:

Recommended Preparation:
Course Eligibility for ENGL 100 OR Course Eligibility for EMLS 100 (or ESL 100)

Limits on Enrollment:

Schedule of Classes Information:
Description: The study of creative fashion presentations as used by merchandisers. Students will study all aspects of fashion display, including design principles, color, lighting, signs, graphics, fixtures, props, accessories, and mannequins. Students will produce various display windows. (Grade or P/NP)
Prerequisites/Corequisites:
Recommended: Course Eligibility for ENGL 100 OR Course Eligibility for EMLS 100 (or ESL

100)

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:

IGETC:	Transfer Area	Effective:	Inactive:
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CSU Transfer:	Transferable	Effective:	Fall 2004	Inactive:
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UC Transfer:		Effective:		Inactive:
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CID:

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:

Upon successful completion of the course, students will be able to:

1. Conceive and develop fashion presentations, applying the principles, procedures, and techniques of creativity as they are practiced by professional fashion directors/coordinators.
2. Identify and evaluate market research sources for creative fashion presentations as they relate to textiles, manufacturing, the regional marts, video, retailing ready-to-wear, and the cosmetics industry.
3. Compare market research sources of information that are available to professional fashion directors/coordinators for trend tracking and analysis of a season.
4. Professionally produce color cards, reports, and forecast presentations for all levels of the market.
5. Employ fashion terminology and learn the procedures for fashion presentation production in the primary and secondary markets, regional marts, and at retail.
6. Evaluate careers in fashion by becoming familiar with the diversified job opportunities in the industry for fashion directors/coordinators.

Topics and Scope:

Topics will include but not be limited to:

- I. History of visual merchandising
- II. Types of visual merchandising and what they accomplish
 - A. Window display
 - B. Store interiors
- III. Design principles as applied to visual merchandising
 - A. Interior and exterior spaces

- B. Line
- C. Composition
- D. Dominance
- E. Contrast
- F. Proportion
- G. Rhythm
- H. Repetition
- IV. Lighting as applied to visual merchandising
 - A. Color of light and filters
 - B. Window lighting
 - C. Interior lighting
 - D. Types of light and fixtures
- V. Signs and graphics as applied to visual merchandising
- VI. Retail interior and exterior spaces as applied to visual merchandising
- VII. Elements of Display
 - A. Contemporary fixtures
 - B. Mannequins
 - C. Props
 - D. Accessories
- VIII. Career opportunities in visual merchandising
 - A. Trade shows and exhibit design
 - B. Home fashions
 - C. Styling
 - D. Special events
 - E. Malls
 - F. Store planning and fixture design
 - G. Display manufacturing
 - H. Mannequin design and manufacture
 - I. Point of purchase
- IX. Market Research
 - A. Trend tracking
 - B. Seasonal analysis
 - C. Sources of inspiration

Assignment:

1. Create window displays in Garcia Hall.
2. Create a window display in a community retail store.
3. Participate in field trips to various community retailers.
4. Prepare 4-7 short reports on various in-class and retail display presentations.
5. Midterm and final exam.
6. Read from textbook.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written homework, 4 to 7 written reports on visual presentations.

Writing
10 - 30%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Field work

Problem solving
20 - 40%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class performances, Displays.

Skill Demonstrations
30 - 40%

Exams: All forms of formal testing, other than skill performance exams.

Mid-term & final exams.

Exams
20 - 30%

Other: Includes any assessment tools that do not logically fit into the above categories.

Attendance & participation.

Other Category
0 - 20%

Representative Textbooks and Materials:

Visual Merchandising, 4th edition. Pegler, Martin M. Fairchild, 1998.