

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	6	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:
Students in this course will learn how to create fashion exhibits and window displays that engage customers and sell products. They will observe, analyze, and design a variety of fashion displays employing basic design principles and using fixtures, props, accessories, and mannequins typical of a contemporary retail setting.

Prerequisites/Corequisites:

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: Students in this course will learn how to create fashion exhibits and window displays that engage customers and sell products. They will observe, analyze, and design a variety of fashion displays employing basic design principles and using fixtures, props, accessories, and mannequins typical of a contemporary retail setting. (Grade or P/NP)
Prerequisites/Corequisites:

Recommended:
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:
CSU Transfer:	Transferable	Effective: Fall 2004	Inactive:
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Develop fashion displays informed by the principles of design, merchandise type, target market, and current fashion trends.

Objectives:

At the conclusion of this course, the student should be able to:

1. Analyze a fashion display using the vocabulary of design including color, texture, line, composition, and point of focus.
2. Identify the merchandise display locations, types of display, fixtures, props, mannequins, and lighting used in a variety of retail settings.
3. Interpret and apply target market and trend research to the design and development of fashion displays.
4. Describe the variety of job opportunities within the fashion industry where the principles of visual merchandising may be applied.

Topics and Scope:

- I. History of Visual Merchandising
- II. Modern Applications of Visual Merchandising
 - A. Window display
 - B. Store interiors
- III. Design Principles Used in Visual Merchandising
 - A. Color and texture
 - B. Line and composition
 - C. Point of focus
 - D. Proportion
 - E. Rhythm

- F. Repetition
- G. Storytelling
- IV. Lighting the Merchandise
 - A. Color of light and filters
 - B. Window lighting
 - C. Interior lighting
 - D. Types of light fixtures
- V. Visual Merchandising Design Process
 - A. Design themes
 - B. Brand identity
 - C. Model boxes
- VI. Display Locations
 - A. Exterior of the store
 - B. Interior of the store
 - C. Point of purchase
- VII. Methods of Display
 - A. Fixtures
 - B. Mannequins
 - C. Props
 - D. Accessories
- VIII. Career Opportunities in Visual Merchandising
 - A. Store planning, fixture, and point of purchase design
 - B. Trade shows, museum, and exhibit design
 - C. Home fashions and food presentation
 - D. Special events, fashion shows, party planning
- IX. Market Research
 - A. Competitive analysis
 - B. Trend forecasting
 - C. Seasonal themes
 - D. Merchandise categories
 - E. Target customer

All topics are covered in both the lecture and lab parts of the course.

Assignment:

1. Weekly reading from textbook or other sources (20-30 pages)
2. Quiz(zes) (1-3)
3. Design and execute:
 - A. Model box(es) (1-2)
 - B. Window displays (2-3)
4. Sketchbook/Class Notebook containing elements such as, but not limited to:
 - A. Class project notes and designs
 - B. Lecture notes
 - C. Field research notes and photos
 - D. Window display inspiration
 - E. Concept sketches
5. Written reports on independent visits to community retailers (2-4 reports, 500-1000 words each)

All assignments are covered in the lecture and lab portions of the course.

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.

Sketchbook/class notebook; written reports

Writing
10 - 30%

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

None

Problem solving
0 - 0%

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

Design and execute model box(es) and window displays

Skill Demonstrations
30 - 40%

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

Quiz(zes)

Exams
20 - 30%

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

Attendance and participation

Other Category
10 - 20%

Representative Textbooks and Materials:

Visual Merchandising and Display. 7th ed. Pegler, Martin and Kong, Anne. Fairchild Publishing. 2018.