

FASH 52.2 Course Outline as of Fall 2011**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:

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:**

Eligibility for ENGL 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: Eligibility for ENGL 100 or ESL 100

- 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
 - E. Model box
- 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 on and off campus
2. Read from textbook (20 to 30 pages per week)
3. Field trips to various community retailers and complete questionnaire
4. Prepare 4 to 7 short reports on various in-class and retail display presentations
5. 1 to 2 tests and final exam

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: written reports

Writing 10 - 30%

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

Field trips; report

Problem solving
20 - 40%

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

Displays: on campus and off campus displays

Skill Demonstrations
30 - 40%

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

Exams: multiple choice, true false, matching, complete, and short essay

Exams
20 - 30%

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

Attendance and participation

Other Category
0 - 20%

Representative Textbooks and Materials:

Visual Merchandising, by Martin M. Pegler. 5th edition. Fairchild Publishing, 2006.