

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

Limits on Enrollment:

Transfer Credit: CSU;

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

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>CSU Transfer:</b>	Transferable	Effective: Fall 2004	Inactive:
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **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.
7. Create a three-dimensional model box for design presentation.

### **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
  - 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
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Writing 10 - 30%
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**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%
<b>Skill Demonstrations:</b> 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%
<b>Exams:</b> All forms of formal testing, other than skill performance exams.	
Exams: multiple choice, true false, matching, complete, and short essay	Exams 20 - 30%
<b>Other:</b> 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.