

**FASH 52.2 Course Outline as of Fall 2017****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 exhibits and window displays used by merchandisers. Students study all aspects of fashion display, including design principles, color, lighting, signage, graphics, fixtures, props, accessories, and mannequins.

**Prerequisites/Corequisites:****Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100

**Limits on Enrollment:****Schedule of Classes Information:**

Description: The study of creative fashion exhibits and window displays used by merchandisers. Students study all aspects of fashion display, including design principles, color, lighting, signage, graphics, fixtures, props, accessories, and mannequins. (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:
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<b>CSU Transfer:</b>	Transferable	Effective:	Fall 2004	Inactive:
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<b>UC Transfer:</b>	Effective:	Inactive:
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**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. Identify and apply the elements and principles of design and color theory to fashion exhibits and displays.
2. Identify types of display formats, mannequins and mannequin alternatives, and lighting fixtures used in fashion presentations.
3. Analyze and assess the marketing behind selling fashion merchandise.

### **Objectives:**

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

1. Formulate and develop fashion presentations, applying the principles, procedures, and innovative techniques practiced by professional fashion merchandizers.
2. Interpret and evaluate market research trends for fashion presentations related to textiles, manufacturing, regional markets, seasons, video, ready-to-wear, and the cosmetics industry.
3. Produce professional color cards, reports, and forecast presentations for various market levels.
4. Interpret fashion terminology and identify the procedures for fashion presentation production.

### **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
- I. Color
- 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

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

### **Assignment:**

#### Lecture Related Assignments:

1. Weekly reading from textbook (20 to 30 pages)
2. Quizzes (1 - 2) and final exam

#### Lab Related Assignments:

1. Three-dimensional model boxes (1 - 2)
2. Create window displays on and off campus (3 - 4)
3. Notebook:
  - A. Documenting the creative process for class projects
  - B. Lecture notes
  - C. Field trip notes
4. Field trips to various community retailers
5. Prepare 4 to 6 short reports (a minimum of 1000 words)
6. Store design project
  - A. Floor plan

- B. Fixtures and lighting
- C. Exterior façade window display
- D. Interior window display

## 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.

Short written reports and notebook

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.

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  
10 - 20%

## Representative Textbooks and Materials:

Visual Merchandising and Display. 6th ed. Pegler, Martin. Fairchild Publishing. 2011 (classic)