

BUTTE COLLEGE

COURSE OUTLINE

I. CATALOG DESCRIPTION

FASH 18 - Visual Merchandising

3 Unit(s)

Prerequisite(s): NONE

Recommended Prep: Reading Level IV; English Level III

Transfer Status: CSU

34 hours Lecture

51 hours Lab

This course introduces students to the basic concepts of visual merchandising. Utilizing basic techniques, students create miniature displays, interior displays, and full-scale window productions. Students study current trends and analyze local retail displays.

II. OBJECTIVES

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

- A. Create miniature displays, interior displays and full-scale window productions.
- B. Recognize and apply the principles and elements of design in display work.
- C. Evaluate display features using target customer, store image and merchandising principles.
- D. Identify and use appropriate display tools, materials, props and equipment in display work.
- E. Create dramatic windows and interior displays utilizing the placement of display merchandise and materials in coordination with sales promotion activities.

III. COURSE CONTENT

A. Unit Titles/Suggested Time Schedule

Lecture	
<u>Topics</u>	<u>Hours</u>
1. Introduction/Orientation	1.00
2. The Scope of Displays	3.00
3. Display Materials/Use of Tools	3.00
4. Merchandise	3.00
5. Display Composition: Elements and Principles of Design	3.50
6. History of Visual Merchandising	3.00
7. Exterior Displays	3.50
8. Interior Displays	3.50
9. Signs and Price-Tickets	3.50
10. Working as a Visual Merchandiser	3.50
11. Creativity in Display	3.50
Total Hours	34.00

Lab	
<u>Topics</u>	<u>Hours</u>
1. The Scope of Displays	5.50
2. Display Materials/Use of Tools	5.50
3. Merchandise	5.00

4. Display Composition: Elements and Principles of Design	5.00
5. History of Visual Merchandising	5.00
6. Exterior Displays	5.00
7. Interior Displays	5.00
8. Signs and Price-Tickets	5.00
9. Working as a Visual Merchandiser	5.00
10. Creativity in Display	5.00
Total Hours	51.00

IV. **METHODS OF INSTRUCTION**

- A. Lecture
- B. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- C. Class Discussion

V. **METHODS OF EVALUATION**

- A. Counter and Wall Displays
- B. Practical experience in both miniature and full-scale displays
- C. Application Assignments
- D. Assignments (Research, observation, analysis, essay-type)
- E. Class Participation and Evaluations
- F. Examinations (Essay, discussion)

VI. **EXAMPLES OF ASSIGNMENTS**

- A. Reading Assignments
 - 1. Read a current news article on holiday window displays and prepare to discuss the information in class.
 - 2. Read about a showcase artist at the end of your text. Be prepared to discuss in small groups in class.
- B. Writing Assignments
 - 1. Write a one page synopsis of the tools used by the visual merchandiser.
 - 2. Write a 3 page visual merchandising plan for a chosen retailer's space.
- C. Out-of-Class Assignments
 - 1. Research the window displays in your community. Photograph or sketch them for class discussion and professional reference.
 - 2. In collaboration with a local retailer, prepare a window display. Be prepared to present a report in class on the process and product of your window display.

VII. **RECOMMENDED MATERIALS OF INSTRUCTION**

Textbooks:

- A. Pegler. Visual Merchandising and Display. Fairchild, 2011.

Materials Other Than Textbooks:

- A. Display materials, props, equipment

Created/Revised by: Julie Demaggio

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