



Course Number
FAS 205

Course Title
**VISUAL MERCHANDISING AND
DISPLAY**

Credits
3 credits

Hours:
Lecture/Lab/Other
3 lecture hours

Co- or Pre-requisite

FAS105

Implementation
Semester & Year
Fall 2022

Catalog description:

Visual Merchandising is the study of principles and methods of designing the various aspects of visual displays. The course involves the creation of the window and promotional displays. Students will analyze and critique displays of fellow students as well as displays created by professionals for area retailers.

General Education Category:
Not GenEd

Course coordinator: (Name, telephone number, email address)
Kay Lindsay, Assistant Professor of Fashion
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Course Student Learning Outcomes (SLO):

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

1. Demonstrate conceptual and working knowledge of the psychological effects that color, harmony, texture, lines, composition, and lighting have on the consumer. [Supports ILG #1, 2, 9 & 11; PLO # 1,2,3,5]
2. Reconstruct store layouts, signage, fixtures, lighting techniques, planning, design and promotion principles and their application to display. [Supports ILG #1, 2, 9 & 11; PLO # 1,2,3,5]
3. Evaluate various displays in department stores, specialty stores, boutiques and supermarkets for their effectiveness and applications. [Supports ILG #1,6,9 & 11; PLO # 1,2,3,4.6,7,8]
4. Design and Create displays based upon course teachings, outings, and research. [Supports ILG #1,2,6,9 & 11; PLO # 1,2,3,4.6,]
5. Demonstrate the ability to communicate and join in class discussions and presentations. [Supports ILG #1,2,6,9 & 11; PLO # 1,2,3,4.6,]

Course-specific Institutional Learning Goals (ILG)

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 2. Mathematics: Students will use appropriate mathematical and statistical concepts and operations to interpret data and to solve problems

Institutional Learning Goal 6. Humanities. Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.

Institutional Learning Goal 8. Diversity and Global Perspective: Students will understand the importance of a global perspective and culturally diverse peoples

Institutional Learning Goal 9. Ethical Reasoning and Action. Students will understand ethical frameworks, issues, and situations.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills to understand, analyze, or apply information or solve problems.

Program Learning Outcomes for Fashion Merchandising AAS (PLO)

1. Develop foundation art skills to apply to fashion/apparel design development.
2. Apply computational skills relevant to the fashion and retail industries.
3. Demonstrate knowledge of the fashion industry from concept to consumer.
4. Use the principles of marketing to perform duties required of entry-level fashion merchandising/marketing positions.
5. Develop an appreciation for style and product quality.
6. Communicate and present ideas in both written and oral formats.
7. Demonstrate customer service and management techniques applicable to the fashion industry.
8. Understand how the global economy and international events affect domestic business decisions.

Units of study in detail – Unit Student Learning Outcomes:

Unit I – Preparation for Visual Creativity

[Evaluates SLOs #1&2]

The student will be able to:

1. Demonstrate the art of creative thinking and overcoming creative blocks.
2. Describe the science of composition and texture and the proper use of lighting
3. Develop and enhance skills that allow them to communicate their creative ideas in a clear, concise manner during their team and individual presentations.
4. Demonstrate the knowledge of core design strategies
5. Describe the role a visual merchandiser plays and how they communicate their ideas through visuals

Unit II Practices and Strategies for the Selling Floor.

[Evaluates SLOs #1-3]

The student will be able to:

1. Analyze the structures of all types of displays.
2. Identify a variety of resources for idea development office.
3. Understand the study of promotions in relation to their target markets
4. Evaluate the different modes that retailers use to source their ideas and trends.
5. Describe the environmental implications of visual displays and understand the repercussions
6. Explain the ethical implications the fashion industry has on their target markets

Unit III Communication Retail Atmospheric

[Evaluates SLOs #1-5]

The student will be able to...

1. Recognize the influences on consumer buying behavior.
2. Understand technological uses in the visual fashion industry.
3. Demonstrate how they can think critically about the role of aesthetics, and the part visual merchandising plays within modern day society.
4. Identify why and how fashion advertising, promotional and visual strategies might vary among countries.
5. Analysis of various display techniques

Unit IV Visual Practices & Tools and Techniques for Merchandising [Evaluates SLOs #1-5]

The student will be able to...

1. Understand the appropriate uses of color, mannequins, and accessories within a display.
2. Demonstrate ideas and creativity from a rendering to actual displays
3. Demonstrate the art and science of styling
4. Describe their design visions

Evaluation of student learning: [Evaluates SLOs #1-5]

Achievement of the course objectives will be evaluated by the following tools:

- Two completed course assignments to be done at home and uploaded for review by the instructor.
- Participation in weekly Discussion Posts on Blackboard
- Three timed Quizzes based on Units of Study

| | % of Grade |
|----------------------------|-------------------|
| Chapter Challenges | 20% |
| Individual - Windows | 20% |
| Group Window | 20% |
| Capstone | 20% |
| Fashion Show Participation | 20% |
| Total | 100% |