

City College of San Francisco
Course Outline of Record

I. GENERAL DESCRIPTION

A. Approval Date	September 2013
B. Department	Fashion Department
C. Course Number	FASH 49
D. Course Title	Visual Merchandising
E. Course Outline Preparer(s)	Arcadia Maximo
F. Department Chairperson	<u>Diane Green</u> Diane Green
G. Dean	<u>Nicholas Akinyouye</u> Nicholas Akinyouye

II. COURSE SPECIFICS

A. Hours	Lecture: 3 weekly (52.5 total)
B. Units	3
C. Prerequisites	None
Corequisites	None
Advisories	None
D. Course Justification	There is an industry demand for visual merchandisers, who are expected to not only design and install window and interior displays but also take a major role in the development of the facilities' design. This course gives students the necessary skills to work alongside fashion merchandisers and help retail operations distinguish themselves from the competition.
E. Field Trips	Yes
F. Method of Grading	Letter, Pass/No Pass
G. Repeatability	0

III. CATALOG DESCRIPTION

A practical study of merchandise display in a variety of business establishments. This course will provide students with the skills and knowledge to arrange a store window, in-store display, and floor layout. Students will learn how to display merchandise to the consumer regardless of their specific job title.

IV. MAJOR LEARNING OUTCOMES

Upon completion of this course a student will be able to:

- Describe the history of visual display, and the major retailers that developed the practice
- Define and use visual merchandising terminology appropriately
- Define and employ a window calendar
- Install various types of displays, including window and in-store displays
- Select and utilize appropriate props for a given display, and use various equipment and supplies in creating displays
- Explain the role of visual merchandising in a variety of business establishments

V. CONTENTS

- A. Introduction
 - 1. History of visual merchandising
 - 2. Store design
 - 3. Types of displays
- B. Window displays
 - 1. Types of retail windows
 - 2. Window calendar
 - 3. Components of window set up
 - 4. Budgets
 - 5. Calendars and schedules
 - 6. Merchandise in relation to props
 - 7. Window themes
- C. In-store display and merchandising
 - 1. Floor layouts
 - 2. Fixtures
 - 3. Wall fixtures
 - 4. Product adjacencies
 - 5. Product handling
 - 6. In-store displays and trend areas
 - 7. Lighting and ambiance
 - 8. Store standards
 - 9. Virtual visual merchandising
- D. Mannequins
 - 1. Selection
 - 2. Sources and suppliers
 - 3. Dressing
 - 4. Groupings
 - 5. Maintenance and renovation
- E. Principles of Design
 - 1. Balance
 - 2. Emphasis
 - 3. Harmony
 - 4. Repetition
 - 5. Proportion
- F. Other Aspects of Visual Merchandising
 - 1. Color
 - 2. Signage
 - 3. Point of Purchase
- G. The Role of the Visual Merchandiser
 - 1. The team
 - 2. The work studio
 - 3. Tools of the trade
 - 4. Store Standards
 - 5. Health and safety on the job

VI. INSTRUCTIONAL METHODOLOGY

A. Assignments

1. In class
 - a. Participation in discussions of visual merchandising and design concepts, supplies and equipment
 - b. Group projects such as designing and installing displays in various areas of retail spaces, and presentations of displays to class
 - c. Group critiques of display projects and presentations
 - d. Field trips such as visiting a local mall to look at display work in action
2. Out of class
 - a. Weekly visits to various retailers, store studies, and written reports regarding their observations
 - b. Readings from textbook and handouts on topics such as visual merchandising vocabulary, tools of the trade, or collaboration tips

B. Evaluation

1. Participation in class activities such as discussions, group critiques, and group projects
2. Group projects and presentations
3. Written weekly store visit reports
4. Quizzes on topics such as floor layouts, signage, or window calendars.
5. Written final exam on topics such as store design, mannequin usage, principles of design, standards of merchandising, and the various types of fixtures.

C. Textbooks and other instructional materials

1. Visual Merchandising: Windows and In-Store Displays for Retail, by Tony Morgan - Laurence King Publishers, 2nd Edition, 2011
2. Window Display: New Visual Merchandising, by Tony Morgan - Laurence King Publishers, 2010
3. Silent Selling, by Judith Bell and Kate Ternus, Fairchild Publications, Inc., 4th Edition, 2011

VII. TITLE 5 CLASSIFICATION

CREDIT/DEGREE APPLICABLE (meets all standards of Title 5. Section 55002(a)).