

# FASH 0014 - VISUAL MERCHANDISING

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## Catalog Description

Hours: 72 (36 lecture, 36 activity)

Description: Introduces contemporary display techniques, equipment, and materials for designing three-dimensional product presentations within the retail environment. Emphasis is placed on fashion items and includes the use of mannequins and dress forms. Students complete a window display on campus. Field trips required. (CSU)

## Course Student Learning Outcomes

- CSLO #1: Create a floor plan and plan-o-gram to show importance of floor and fixture layouts, wall displays, and lighting.
- CSLO #2: Analyze the role of visual merchandizing to establish and strengthen a retailer's brand image.
- CSLO #3: Demonstrate the use of principles of design through the creation of a group store window.

## Effective Term

Fall 2017

## Course Type

Credit - Degree-applicable

## Contact Hours

72

## Outside of Class Hours

90

## Total Student Learning Hours

162

## Course Objectives

Through projects, oral and written exams, students will:

Lecture Objectives:

1. identify different ways of communicating with the consumer through effective visual merchandising techniques;
2. analyze the role of visual merchandising to establish and strengthen a retailer's brand image;
3. determine current trends in retailing and identify how visual merchandising can be used to keep a store competitive in today's market;
4. describe how the standard principles of design are used in the industry of visual merchandising;
5. list the different methods of coordinating fashion apparel in a store display and discuss which is more effective for specific types of retailers;
6. explain the importance of effective visual merchandising in home fashion retailers, identify and analyze the techniques these stores use;
7. discuss the impact that effective store signage has on the customer and how a retailer uses signage as a form of communication;
8. explain the importance of using lighting as a selling tool, discuss the pros and cons of different techniques that retailers use;

9. explain the reasons why visual merchandising is used by all types of stores, analyze and compare how non-traditional retailers and grocery stores use it effectively;
10. evaluate the impact that store windows make on the customer and identify the different types of windows used in retail display;
11. discuss and define the different career opportunities and positions available in visual merchandising.

Laboratory Objectives:

1. analyze the different floor and fixture layouts used by fashion retailers and create a floor plan and planogram in class for a fashion store;
2. identify the importance of wall displays as effective selling tools and create sample wall elevations in class;
3. using props and equipment provided, complete small accessory displays using techniques discussed in class;
4. using catalogs and the internet, plan the fixturing for a small department in a retail store using a budget amount set by instructor. Draw out the fixturing on graph paper and list all fixturing "purchased";
5. research career opportunities in visual merchandising using the internet and current job postings;
6. using mannequins and dress forms provided, demonstrate techniques for dressing them and discuss how each would be used in an effective display presentation;
7. make a retail display calendar, planning all window and interior displays for a specific period of time to be assigned by instructor.

## General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

## Articulation Information

- CSU Transferable

## Methods of Evaluation

- Objective Examinations
  - Example: 1. Performance objective "explain the impact that store windows make on the customer and identify the different types of windows used in retail display". In the form of an in class quiz, students will be asked to identify the different types of windows used by retailers.
- Projects
  - Example: 1. Performance objective "describe how the standard principles of design are used in the industry of visual merchandising". Using the internet and trade magazine pictures, students will be asked to look at various store and window displays. The student will then be asked to analyze the photos and complete a project that shows which of the standard principles of design were used in each of the displays. 2. Performance objective "identify the importance of wall displays as effective selling tools and create sample wall elevations in class" Students will be given a store creation project where they will have to create a sample wall for a certain target market and explain their choice.
- Reports
  - Example: 1. Performance objective "discuss the different career opportunities and positions available in visual merchandising". Student will be asked to write a report and give an in-class oral presentation on a career in the visual merchandising field.

## Repeatable

No

## Methods of Instruction

- Activity
- Lecture/Discussion
- Distance Learning

Activity:

1. Students will be split into groups for an in-class project. Each group will be given a retailer to research using the internet. Groups will then be asked to compare their retailer's brand image and visual merchandising, discussing what methods they use to keep stores current.
2. Students will be split into small groups and will be assigned a specific type of accessory display to complete. Previously discussed display methods and configurations will be utilized.

Lecture:

1. Instructor will lecture using a PowerPoint presentation to point out important differences in the visual merchandising of home fashion stores and fashion apparel stores. Students will be asked to discuss why the techniques are used and what makes them effective for the different types of stores.

## Typical Out of Class Assignments Reading Assignments

1. Using the internet, find a retailer that has recently changed their brand image and pricing strategy. Discuss in class how the store's visual merchandising changed to support the retailer's new direction. 2. Read the chapter on Nontraditional Retailing. Be prepared to discuss how these retailers use visual merchandising techniques to meet their unique needs.

## Writing, Problem Solving or Performance

1. Visit a local fashion retailer and look at their store. Write a report on how the store's brand image is communicated to the customer through their visual merchandising. 2. Visit four internet retailers. Write a paper on how visual merchandising carries over into the e-tailing world and the growing importance of it.

## Other (Term projects, research papers, portfolios, etc.)

1. Visit and evaluate a local fashion retailer for a store make-over. Draw the store's current floor plan and make note of fixture placement, interior displays, and the store's selling environment. To complete the project, make changes to the store. The changes must include a new floor plan as well as changes to merchandise, interior fixtures and displays. Project will be presented as an oral presentation in class. 2. As a group project, execute a display using a window on the Sierra College campus. Use of decorative and functional props will be evaluated as well as technical skills in setting up the display.

## Required Materials

- Silent Selling
  - Author: Judy Bell and Kate Ternus
  - Publisher: Fairchild
  - Publication Date: 2012
  - Text Edition: 4th
  - Classic Textbook?:
  - OER Link:
  - OER:
- Visual Merchandising and Display
  - Author: Martin M. Pegler
  - Publisher: Fairchild
  - Publication Date: 2012
  - Text Edition: 6th
  - Classic Textbook?:
  - OER Link:
  - OER:
- Field Visual Merchandising Strategy
  - Author: Paul Russel
  - Publisher: Kogen Page, Ltd.
  - Publication Date: 2016
  - Text Edition: 1st
  - Classic Textbook?:
  - OER Link:
  - OER:

**Other materials and-or supplies required of students that contribute to the cost of the course.**