



Course Outline

2026-2027 Catalog

FASH 18 - Visual Merchandising

Catalog Description

Transfer Status: CSU

Unit(s): 3.00

Lecture: 34.00 Contact hours/68.00 Out of class hours/102.00 Total hours/2.00 Unit(s)

Lab: 51.00 Contact hours/0.00 Out of class hours/51.00 Total hours/1.00 Unit(s)

Total: 85.00 Contact hours/68.00 Out of class hours/153.00 Total hours/3.00 Unit(s)

Course Description: 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.

Objectives

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

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

Course Content

Topic Titles / Suggested Time Topic

Lecture

<u>Topics</u>	<u>Lec Hrs</u>
Introduction/Orientation	1.00
The Scope of Displays	3.00
Display Materials/Use of Tools	3.00
Merchandise	3.00
Display Composition: Elements and Principles of Design	3.50
History of Visual Merchandising	3.00
Exterior Displays	3.50
Interior Displays	3.50
Signs and Price-Tickets	3.50
Working as a Visual Merchandiser	3.50
Creativity in Display	3.50
Total Hours:	34.00

Lab

<u>Topics</u>	<u>Lab Hrs</u>
The Scope of Displays	5.50
Display Materials/Use of Tools	5.50
Merchandise	5.00
Display Composition: Elements and Principles of Design	5.00
History of Visual Merchandising	5.00
Exterior Displays	5.00
Interior Displays	5.00
Signs and Price-Tickets	5.00
Working as a Visual Merchandiser	5.00
Creativity in Display	5.00
Total Hours:	51.00

Methods of Instruction

- A. Discussion

- B. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- C. Lecture
- D. Reading Assignments

Methods of Evaluation

- A. Exams/Tests
- B. Projects
- C. Homework
- D. Class participation
- E. Written Assignments
- F. Class Discussion

Examples of Assignments

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.

Writing Assignments

- 1. Write a 1-page synopsis of the tools used by the visual merchandiser.
- 2. Write a 3-page visual merchandising plan for a chosen retailer's space.

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.

Recommended Materials of Instruction

Pegler, M., Kong, A. (2018). Visual Merchandising and Display. *Bloomsbury*, 7th. 9781501315367.

Other Learning Materials

Display materials, props, equipment

Minimum Qualifications

Family & Cons Study/Home Ec
Fashion & Related Technologies
Interior Design
Retailing

Created/Revised by: Demaggio, Julie

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