



- A. Course Revision
 - I. FSMR 303 Visual Merchandising
 - a. Description of Catalog Changes

New Syllabus of Record

I. CATALOG DESCRIPTION

FSMP 303 Visual Merchandising _____ 3 lecture hours

0 lab hours
3 credits
(3c-0l-3sh)

Prerequisites: None

Design and arrange display and selling areas in relationship to merchandising trends and consumer demands. Emphasis on promotion techniques and merchandise sales through effective use of space, design, and color. (Offered as CS 303 prior to 1996-97).

II. COURSE OBJECTIVES

Upon completion of this course the student will:

Define and utilize visual merchandising vocabulary

Identify different visual merchandising trade organizations and publications

Identify the different types of visual merchandising organizations/departments

Identify basic elements and principles of design as they relate to visual merchandising

Execute displays using the appropriate elements and principles of design

Evaluate merchandising selling area layouts

III. COURSE OUTLINE

- I. Introduction Visual Merchandising
 A. What is Visual Merchandising?

2 lecture hours

D. Careers in Visual Merchandising

- II. Visual Merchandising Concepts

2 lecture hours

VII. Themes

2 lecture hours

A. Types of Themes

B. Four Seasons

C. Special Events and Promotion

C. Assembling the Props and Materials

D. Designing the Display Space

5% Two Practice Assignments. Critique of a store window display and an interior store

Flowers, D.; Lathrop, J.; & Ollhoff, B. D. Visual merchandising DACUM study and curriculum. Pewaukee, WI: Waukesha County Technical College.

Mills, K. H., Paul, J. E. & Moormann, K. B. (1995). Applied visual merchandising (3rd ed). Englewood Cliffs, NJ: Prentice Hall.

Pegler, M. M. (1997). Retail entertainment. New York: Retail Reporting Corp.

Pegler, M. M. (1998). Streetscapes: Facades, entrances, storefronts. New York: Retail Reporting Corp.

Pegler, M. M. (1997). Storefronts & facades. New York: Retail Reporting Corp.

Pegler, M. M. (1999). Stores of the year. New York: Retail Reporting Corp.

Historical Sources:

Buckley, J. (1962). The drama of display. New York: Display Publishing.

Hotchkiss, M. S. (1972). Merchandising display. Austin, TX: University of Texas Press.

2. Summary of Proposed Revisions

a. Course Format Change

Old: (1c-3l-3sh) 3 credit lecture laboratory course

New: (3c-0l-3sh) 3 credit lecture course

b. Prerequisite Change

Old: ART 120 or equivalent

New: None

c. Objectives and Outline Change

4) Old Syllabus of Record

PHYSICAL MEDICINE AND REHABILITATION

FM 303 - studio

DIRECTOR: DR. DALE AUSTIN 1126 ACKERMAN HALL

TELEPHONE:
HOME - 349-8410
WORK - X2268
Spring 1997

Office hours:

Monday 2.30-3.30 pm

Tuesday 10.00-11.00 am and 3.15-3.45 pm

Thursday 10.00-12.00 am and 3.15-3.45 pm

Course objectives:

1. to develop in each student an awareness of the relationship between design and visual communication
2. to provide opportunities for the development of a visual vocabulary
3. to require practice of idea formation and the visual communication of ideas
4. to familiarize students with the critiquing process
5. to promote each student's self understanding and awareness

TIMETABLE

- T. 1/14 Introduction to the course
- R. 1/16 WHAT IS VISUAL MERCHANDISING?
- T. 1/21 DESIGNING TO TEMPT.
- R. 1/23 REVIEW BOOK CHAPTERS/ STUDIO
- T. 1/28 REVIEW BOOK CHAPTERS/ STUDIO
- F. 1/30 COMMUNICATION.

ATTENDANCE POLICY:

All students are expected to attend class. Although the need to miss class because of illness or personal emergency is recognized, the number of absences should not exceed three class periods (total of 3 clock hours). In-class activities and quizzes are an important part of the course and cannot be made up. Grades will not be changed. No make-up exams or assignments will be given.

All assigned coursework must be submitted on time. Any work submitted late or incomplete will be subject to an immediate reduction in grade.

EVALUATION METHODS:

The final grade will be determined as follows: