

### New Syllabus of Record

### I. CATALOG DESCRIPTION

		FSMR 303 Visual Merchandising	3 lecture hours	
<b>-</b>				
		Prerequisites: None	0 lab hours 3 credits (3c-0l-3sh)	
		·		
		Design and arrange display and selling areas in rela consumer demands. Emphasis on promotion techn effective use of space, design, and color. (Offered	tionship to merchandising trends and iques and merchandise sales through	
	II.	COURSE OBJECTIVES		
		Upon completion of this course the student will:		
•		Define and utilize visual merchandising vocabu	ılary	
		Identify different visual merchandising trade of	rganizations and publications	
		Identify the different types of visual merchand	ising organizations/departments	
		Identify hasic elements and principles of desig	n as they relate to visual merchandising	
, r				
		Execute displays using the appropriate elemen	nts and principles of design	
		Evaluate merchandising selling area layouts		
1 X X - 1 X X - 1 X X			at it structure attacked and a second and a second attacked and a second attacked and a second attacked at a s	

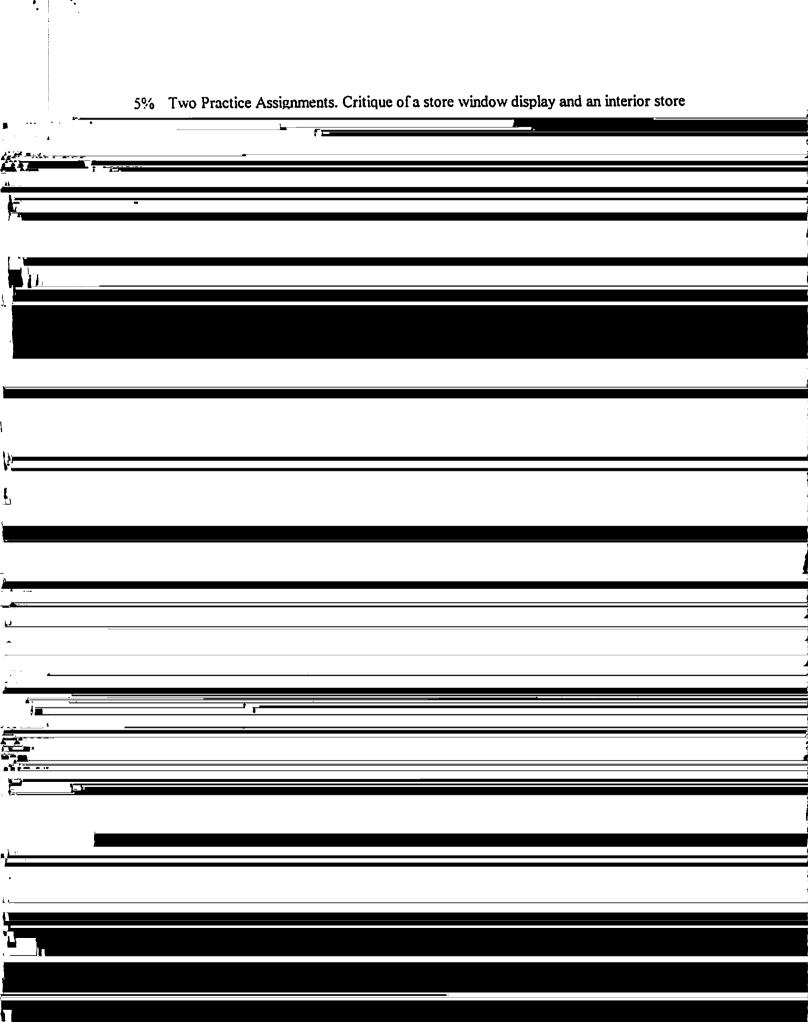
#### III. COURSE OUTLINE

	III. <u>CC</u>	JURSE OUTLINE	
	I.	Introduction Visual Merchandising  What is Visual Merchandising?	2 lecture hours
7			
÷ 2-			
. Ty			
-			
-	ı		
7-			****
1			
,			
} <del>c</del>			
•			
*··			
		D. Careers in Visual Merchandising	
	Įτ	Visual, Merchandising Concents	2 lecture hours
. <del></del>			
ATT.		¥	
A"L			
· <del></del>		tu .	
_			
	-		
. 1			
<b>!</b>			

2 lecture hours VII. Themes A. Types of Themes B. Four Seasons

Company Promotion

C. Assembling the Props and Materials



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

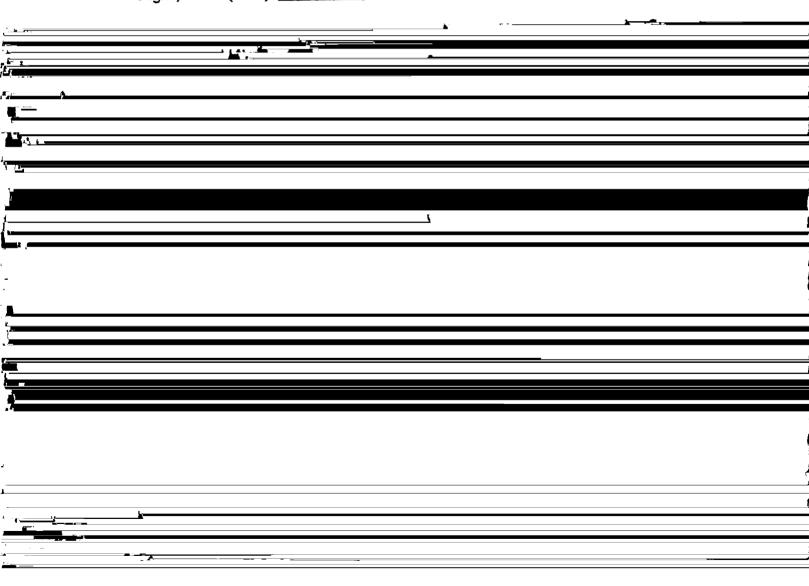
Mills, K. H., Paul, J. E. & Moormann, K. B. (1995). <u>Applied visual merchandising</u> (3<sup>rd</sup> ed). Englewood Cliffs, NJ: Prentice Hall.

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

Pegler, M. M. (1998). <u>Streetscapes: Facades. entrances. storefronts</u>. 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

Chiectives and Outlin Chance

4) Old Syllabus of Record

# ATTOTIAT MEDCHANDICING

FM 303 - studio

n seeps - CROP - ALIC ALICTIN 112h ACKERMAN HALL

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

Office hours:

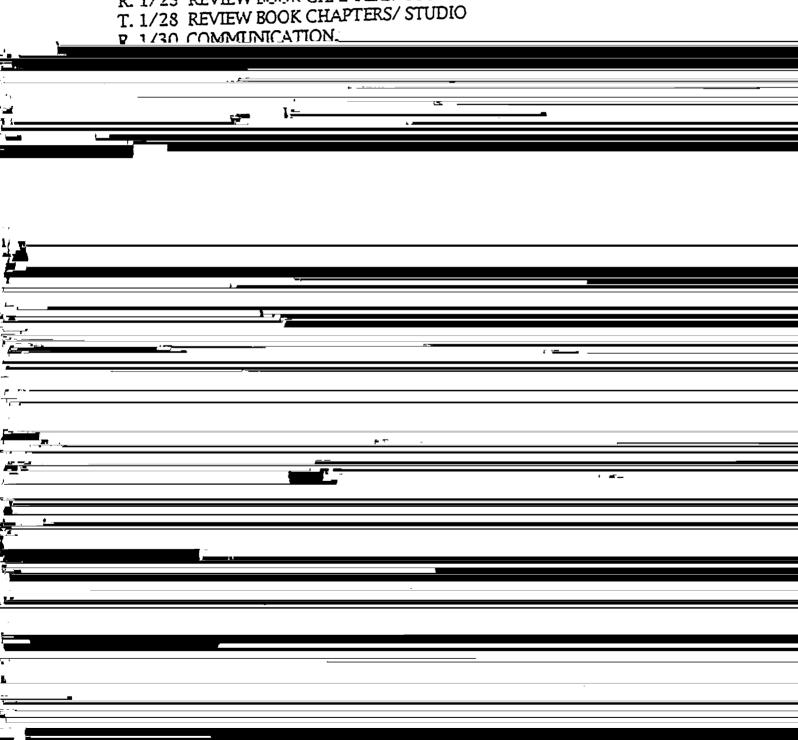
Monday 2.30-3.30 pm Tuesday 10.00-11.00 am and 3.15-3.45 pm Thursday 10.00-12.00 am and 3.15-3.45 pm

## 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



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). Inclass 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.

