

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

Transfer course A.A. degree applicable course
 (check all that apply)

COURSE NUMBER AND TITLE: FASH 115 Visual Merchandising I

UNIT VALUE: 3

MINIMUM NUMBER OF SEMESTER HOURS: 64

BASIC SKILLS REQUIREMENTS:

Appropriate language and computational skills.

ENTRANCE REQUIREMENTS

PREREQUISITE: None

COREQUISITE: None

RECOMMENDED PREPARATION: None

SCOPE OF COURSE:

Visual merchandise presentation including window and interior displays, elements of design, principles of design, fixtures, lighting, and other display materials.

SPECIFIC COURSE OBJECTIVES:

Successful students will:

1. present the concepts and techniques used to design and build quality, effective exterior windows, and interior displays;
2. describe the value of Visual Merchandising as it generates customer traffic, established store image, and reinforces fashion trends;
3. recognize good design as it applies to the principle of design, balance, emphasis, proportion, rhythm, and harmony;
4. analyze fashion trends and artistic innovations that influence visual merchandising;
5. compare and contrast the visual merchandiser as the creative link between the sales goals of the store and the consumer;
6. identify fixtures used in retail establishment and application;
7. develop critical thinking and the ability to evaluate one's work and evaluate others;

8. describe store planning as it relates to department merchandising, fixture placement, and department placement for percent of profit;
9. prepare a portfolio and make contacts for career opportunities.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. Elements of Design
 - A. Color
 1. Response
 2. Psychological
 - B. Principles of Design
 1. Emphasis
 2. Balance
 3. Proportion
 4. Rhythm
 5. Harmony
- II. Interior Presentation
 - A. Floor Fixtures
 1. T-stand
 2. 4-way
 3. Rounder
 4. Specialty Fixturing
 - B. Floor Plans
 1. Grid Formation
 2. Free Form
 3. Boutique
 4. Traffic Patterns
 - C. Merchandise
 1. Lifestyle Merchandising
 2. Soft Goods
 3. Hard lines
 4. Environment setting
 5. Color
 - D. Mannequins
 1. Specialty
 2. Traditional
 3. Alternative
 - E. Lighting
- III. Exterior Presentation
 - A. Windows
 1. Planning
 2. Execution
 3. Structure
 4. Response
- IV. Construction and Application
 - A. Materials
 1. Tools
 2. Props
 3. Paints

- B. Industry Sources
- C. Safety Procedures

- V. Career Opportunities
 - A. Specialty Stores
 - B. Freelance
 - C. Department Store
 - D. Store Planning

- VI. Special Event Organization
 - A. Budget
 - B. Staging
 - C. Timing

REQUIRED READING:

Diamond, Jay and Ellen. Fashion - Contemporary Visual Merchandising. Mission Hills: Glencoe Publishing Company, 1990.

SUGGESTED READING:

Trade magazines:

Vogue

VM&SD (Visual Merchandising and Store Design)

Elle

WWD (Women's Wear Daily)

DNR (Men's Wear Fashion)

REQUIRED WRITING:

1. Exterior window analysis of a major department store. (1 page)
2. Interior analysis of a major department store. (3 pages)
3. Visual analysis of a major fashion department. (3 pages)
4. Create an entry for a retail fashion. (2 pages)
5. Color wheel and color analysis. (1 wheel; 2 pages analysis)
6. Portfolio and analysis. (10 displays; 10 written analysis of 1 page each)

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short-term classes.

1. Decorate two retail windows.
2. Participate in setting up visual exhibition.
3. Prepare two group window displays in class.

4. Set up a Christmas display at a retail store.
5. Organize and prepare written explanations of photographs of hands-on work performed for portfolio to be presented in class.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- lecture (3 hours lecture)
 laboratory (1 hour lab)
 lecture-laboratory combination
 directed study

This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes No

If yes, check all that apply.

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
 Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
 Two-Way Video Conferencing (Two-way interactive video and audio)
 One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
 Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students):

Each student will receive points for: interior wall displays and evaluation, color wheel and color analysis, written analysis of exterior windows, interior displays, creating an entry, portfolio with evaluations, Christmas set up at Nordstrom's, and exams.

Interior wall displays	25 points
Exterior window displays	25 points each
Evaluation	5 points
Written analysis	25 points each
Creating an entry	25 points
Exams	50 points
Christmas setup	50 points
Final	100 points
Color wheel and analysis	25 points
Portfolio presentation	100 point

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes No Number of times course may be taken for credit: 1

If yes, identify specific provision of Title 5 Division 2 section(s), 55761-55763 and 58161 which qualifies course as repeatable:

CONTACT PERSON: Cristina Tejeda, ext: 2357

SIGNATURES:

SIGNATURES ON FILE