

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 116 Visual Merchandising II

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:

Advanced visual design and application. Hands-on experience in merchandise presentation and display; basic drafting techniques and drafting tools related to store planning and visual merchandising.

SPECIFIC COURSE OBJECTIVES:

A successful student will:

1. develop basic drafting skills, methods for plan-o-grams, department store layouts;
2. analyze overall interior store design and merchandising concepts and evaluate their effectiveness in selling goods;
3. examine and understand different merchandising concepts and interior presentation of goods;
4. present merchandise;
5. apply display techniques;
6. apply organizational skills for special events;
7. create a portfolio of work;
8. analyze problems of budget;
9. identify working materials, tools and correct application.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. Design Plan - Department Store Layout (commercial 1/8 scale)
 - A. Draw and design Interior layout
 1. Floor plan fixture layout

- a. T-stand
 - b. 4-way
 - c. Rounder
 - d. Specialty Fixturing
- B. Department floor plans
 - 1. Grid Formation
 - 2. Free Form
 - 3. Boutique
 - C. Traffic patterns and aisles
 - D. Department plan merchandise placement
 - 1. Soft Goods (apparel and accessories)
 - 2. Hard lines (home store and cosmetics)
 - 3. Color
 - E. Place of visuals
 - F. Wall elevation
- II. Special Event Organization (Palomar Goes)
 - A. Budget
 - B. Staging
 - C. Timing
- III. Store Exterior
 - A. Windows
 - 1. Planning
 - 2. Execution
- IV. Department Signing
 - A. Font
 - B. Materials

REQUIRED READING:

Diamond, Jay and Ellen. FASHION, Contemporary Visual Merchandising. Mission Hills, California: 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. Analyze a window display (1 page).
2. Special event plan (2 pages).
3. Final portfolio of work (1/2 page per photo).
4. Budget plan (1 page).

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. Draw and design store layout plan.

- a. T-stand
 - b. 4-way
 - c. Rounder
 - d. Specialty Fixturing
- B. Department floor plans
 - 1. Grid Formation
 - 2. Free Form
 - 3. Boutique
 - C. Traffic patterns and aisles
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REQUIRED WRITING:

1. Analyze a window display (1 page).
2. Special event plan (2 pages).
3. Final portfolio of work (1/2 page per photo).
4. Budget plan (1 page)

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. Draw and design store layout plan.

2. Draw and evaluate merchandise and fixture plan.
3. Time sheet/budget and time evaluation.
4. Design and execution of Mall displays - exterior and interior windows.
5. Design and execute staging - pageant, fashion show.
6. 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 laboratory)
 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):

Analyze a window display of their own (follow guidelines of symposium)	100
Special Event Plan	50
Prop	25
Store Layout	100
Merchandise and fixture plan	100
Time sheet of hours	50
Budget plan	25
Mall displays (4)	100 (25 each)
Staging	50
Portfolio presentation	100

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 ON FILE

*I certify that this course meets all the minimum requirements for A.A. degree applicable courses.

Course outlines of record should be reviewed regularly and revised as necessary.

NOTE: Some revisions to course outlines of record require Curriculum Committee approval, Others may not. Please consult your dean or the Instruction Office if you need assistance.