



El Camino College
COURSE OUTLINE OF RECORD – Official

Course Acronym:	FASH
Course Number:	28
Descriptive Title:	Visual Merchandising
Division:	Industry and Technology
Department:	Fashion
Course Disciplines:	Fashion, Related Technologies
Catalog Description:	In this course, students are introduced to the basic concepts, techniques and planning procedures for the visual approach to selling merchandise. Current methods of visual merchandising including the use of mannequins, signage and marketing, as well as store planning and layout are included.
Prerequisite:	
Co-requisite:	
Recommended Preparation:	Eligibility for English 1A/English C1000 or equivalent
Enrollment Limitation:	
Hours Lecture (per week):	1
Hours Laboratory (per week):	3
Outside Study Hours:	2
Total Course Hours:	72
Course Units:	2
Grading Method:	Letter Grade only
Credit Status:	Credit, degree applicable
Transfer CSU:	Yes
Effective Date:	Prior to July 1992
Transfer UC:	No
Effective Date:	
General Education:	
ECC	
Term:	
Other:	
CSU GE:	
Term:	
Other:	
IGETC:	
Term:	
Other:	
Student Learning Outcomes:	SLO #1 Window Display

	<p>Given class lectures and demonstrations, the student will be able to work with group members to design and set up a window display advertising the school's annual fashion show.</p> <p>SLO #2 Clothing Display</p> <p>Given class lectures and demonstrations, the student will be able to identify the ways that clothing is displayed including the names of various mannequins.</p> <p>SLO #3 Store Layout</p> <p>As a result of taking the course and given a designated space/area and budget, the student will be able to create a store layout including information for fixtures and furniture choices within budget.</p>
<p>Course Objectives:</p>	<ol style="list-style-type: none"> 1. Analyze contemporary merchandising philosophies. 2. Apply basic design concepts to build visual displays. 3. Identify the Four P's of Marketing: Place, Product, Price and Promotion. 4. Evaluate fixtures and lighting as they relate to floor planning and store mood. 5. Compare and contrast historic merchandise display and marketing methods with current forms. 6. Assess the color families (harmonies) and the relationship of color to the selling floor and customer communication. 7. Differentiate sign usage by self-service stores, supermarkets and fashion stores. 8. Choose effective store props based on budget and planning.
<p>Major Topics:</p>	<p>I. OVERVIEW OF VISUAL MERCHANDISING (2 hours, lecture)</p> <ol style="list-style-type: none"> A. Contemporary merchandising philosophy B. Basic design concept to build displays C. Organizational structure of display <p>II. OVERVIEW OF VISUAL MERCHANDISING (1 hour, lab)</p> <ol style="list-style-type: none"> A. Contemporary merchandising philosophy B. Basic design concept to build displays C. Organizational structure of display <p>III. IMAGE DEFINITION AND SPECIAL PROMOTIONS (1 hour, lecture)</p> <ol style="list-style-type: none"> A. Store design B. Window displays C. Interior displays D. Style <p>IV. IMAGE DEFINITION AND SPECIAL PROMOTIONS (2 hours, lab)</p> <ol style="list-style-type: none"> A. Store design B. Window displays C. Interior displays D. Style <p>V. STORES (1 hour, lecture)</p> <ol style="list-style-type: none"> A. Types of retailers B. Locations <p>VI. STORES (3 hours, lab)</p> <ol style="list-style-type: none"> A. Types of retailers B. Locations <p>VII. THE FOUR P's OF MARKETING (1 hour, lecture)</p> <ol style="list-style-type: none"> A. Place B. Product C. Price D. Promotion <p>VIII. THE FOUR P's OF MARKETING (3 hours, lab)</p>

- A. Place
 - B. Product
 - C. Price
 - D. Promotion
- IX. DESIGN COMPOSITION (1 hour, lecture)**
- A. Two composition methods
 - B. Basic design methods
 - C. Creating attention/creating displays
 - D. Design solution and purpose
- X. DESIGN COMPOSITION (3 hours, lab)**
- A. Two composition methods
 - B. Basic design methods
 - C. Creating attention/creating displays
 - D. Design solution and purpose
- XI. COLOR (1 hour, lecture)**
- A. Color glossary
 - B. Color wheel
 - C. Color families (harmonies)
 - D. Color and historical periods
- XII. COLOR (3 hours, lab)**
- A. Color glossary
 - B. Color wheel
 - C. Color families (harmonies)
 - D. Color and historical periods
- XIII. DISPLAY PROPS (1 hour, lecture)**
- A. Selecting
 - B. Buy, rent or build
- XIV. DISPLAY PROPS (3 hours, lab)**
- A. Selecting
 - B. Buy, rent or build
- XV. THE MANNEQUIN (1 hour, lecture)**
- A. Display forms and function
 - B. Half form and accessory display
 - C. Dressing mannequins
 - D. Budgets and repair
- XVI. THE MANNEQUIN (3 hours, lab)**
- A. Display forms and function
 - B. Half form and accessory display
 - C. Dressing mannequins
 - D. Budgets and repair
- XVII. SIGNS (1 hour, lecture)**
- A. The need for signs: self service
 - B. Merchandise and departmental signs
 - C. Sign production
 - D. Sign sizes, sign building and maintenance
- XVIII. SIGNS (3 hours, lab)**
- A. The need for signs: self service
 - B. Merchandise and departmental signs
 - C. Sign production
 - D. Sign sizes, sign building and maintenance
- XIX. DISPLAY SHOP MATERIALS (1 hour, lecture)**
- A. The studios
 - B. The toolbox

- XX. DISPLAY SHOP MATERIALS (3 hours, lab)**
 - A. The studios
 - B. The toolbox
- XXI. VENDORS AND MARKETS (1 hour, lecture)**
 - A. Finding display materials
 - B. Other shows and sources
 - C. Antique shops, flea markets and auctions
- XXII. VENDORS AND MARKETS (3 hours, lab)**
 - A. Finding display materials
 - B. Other shows and sources
 - C. Antique shops, flea markets and auctions
- XXIII. FASHION NEWS AND COMMUNICATIONS (1 hour, lecture)**
 - A. Industry news
 - B. Magazines, government publications and fashion reporting services
 - C. Store communication
- XXIV. FASHION NEWS AND COMMUNICATIONS (4 hours, lab)**
 - A. Industry news
 - B. Magazines, government publications and fashion reporting services
 - C. Store communication
- XXV. CAREERS (1 hour, lecture)**
 - A. Visual merchandising careers and education
 - B. Alternate visual display careers
 - C. Fashion merchandising
- XXVI. CAREERS (3 hours, lab)**
 - A. Visual merchandising careers and education
 - B. Alternate visual display careers
 - C. Fashion merchandising
- XXVII. FREELANCE DISPLAY DESIGNER (1 hour, lecture)**
 - A. Freelance careers
 - B. Freelancing profession
- XXVIII. FREELANCE DISPLAY DESIGNER (4 hours, lab)**
 - A. Freelance careers
 - B. Freelancing profession
- XXIX. VISUAL DISPLAY PROJECT CRITIQUE (1 hour, lecture)**
 - A. Faculty evaluations
 - B. Peer evaluations
 - C. Self evaluations
- XXX. VISUAL DISPLAY PROJECT CRITIQUE (7 hours, lab)**
 - A. Faculty evaluations
 - B. Peer evaluations
 - C. Self evaluations
- XXXI. FASHION MERCHANDISE PRESENTATION (3 hours, lab)**
 - A. The American General Store
 - B. The American Department Store
 - C. Fashion Centers
- XXXII. FASHION MERCHANDISE PRESENTATION (1 hour, lab)**
 - A. The American General Store
 - B. The American Department Store
 - C. Fashion Centers

	<p>XXXIII. FIXTURES AND LIGHTING (3 hours, lab)</p> <ul style="list-style-type: none"> A. Merchandise fixtures B. Boutiques, supermarkets, superstores and warehouse clubs C. Sales goals and floor planning D. Light sources E. Creating mood <p>XXXIV. FIXTURES AND LIGHTING (1 hour, lecture)</p> <ul style="list-style-type: none"> A. Merchandise fixtures B. Boutiques, supermarkets, superstores, and warehouse clubs C. Sales goals and floor planning D. Light sources E. Creating mood
Total Lecture Hours:	18
Total Laboratory Hours:	54
Total Hours:	72
Primary Method of Evaluation:	1) Substantial writing assignments
Typical Assignment Using Primary Method of Evaluation:	Design a fixture layout for a new or remodeled department of a small store. Write a 10-15 page report documenting your experience and submit to the instructor.
Critical Thinking Assignment 1:	Evaluate existing retail mall displays. In a nine-page written report, compare and contrast displays for design layout, use of color, inspiration and motivation to purchase. Submit report to the instructor and include relevant drawings or photographs.
Critical Thinking Assignment 2:	Design and build four display projects incorporating the following: mannequins, flat pin, hanging fixture bars and table-top (accessory-type) displays. Consult instructor for evaluation.
Other Evaluation Methods:	Essay Exams, Fieldwork, Matching Items, Multiple Choice, True/False, Written Homework
Instructional Methods:	Demonstration, Discussion, Group Activities, Guest Speakers, Lab, Lecture, Multimedia presentations
If other:	Off-site class visitations
Work Outside of Class:	Observation of or participation in an activity related to course content (such as theatre event, museum, concert, debate, meeting), Required reading, Study, Written work (such as essay/composition/report/analysis/research)
If Other:	
Up-To-Date Representative Texts:	Martin Pegler . <u>Visual Merchandising and Display</u> . 7 th edition. Fairchild, 2018. (Discipline Standard)
Alternative Texts:	
Required Supplementary Readings:	Los Angeles Times, California Apparel News, Women's Wear Daily and other professional journals
Other Required Materials:	
Requisite:	
Category:	

Requisite course(s): List both prerequisites and corequisites in this box.	
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	
Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable	
Requisite course:	Eligibility for English 1A/English C1000 or equivalent
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	Ability to write a written report to complete a retail mall display project. Write a well-reasoned, well-supported expository essay that demonstrates application of the academic writing process. Ability to read and comprehend the textbook to complete the retail mall display project. Summarize, analyze, evaluate, and synthesize college-level texts.
Requisite Skill:	
Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable	
Enrollment Limitations and Category:	
Enrollment Limitations Impact:	
Course Created by:	Chris Moran-Wisdom
Date:	03/25/2016
Original Board Approval Date:	02/12/1990
Last Reviewed and/or Revised by:	Shirley Warren
Date:	03/13/2024
Last Board Approval Date:	01/13/2025
Effective Term:	FA 2025