

Visual Merchandising

FASH1300 351

Instructor Information

Course Description

This course involves visual merchandising theory and practice for effectively presenting store merchandise. Students will study the principles of design: composition, line, balance, color & harmony, in relation to store display and develop skills in evaluating and implementing visual merchandising. Groups will work with a store display team in complete a merchandising project in a retail setting. It is recommended students complete FASH 1010 prior to or during this course.

Semester: Fall and Spring

Required Text or Materials



Title: Visual Merchandising and Display (Optional Purchase but Useful)

ISBN: 9781501315299

Authors: Martin M. Pegler, Anne Kong

Publisher: Bloomsbury Publishing USA

Publication Date: 2018-02-22

Edition: Any edition should be fine.

For more information on textbook accessibility, contact Accessibility & Disability Services at ads@slcc.edu.

Course Student Learning Outcomes

- Properly assess the architecture, fenestration, strengths and weaknesses of a display location or store in order to plan a proper visual merchandising strategy.
- Demonstrate a working knowledge of color, lighting, and visual hierarchy - and be able to use those elements to create striking and effective visual display.
- Demonstrate the ability to work collaboratively with store management and teammates to take an idea from creative concept to completion, including the ability to execute corporate merchandising plans.
- Demonstrate the ability to maintain, manage and upkeep mannequins, displays, windows, lighting, and other visual elements.
- Adapt visual displays to any environment, budget, and setting to show products in their best light.

Course Prerequisites

None

Communication Plan

Example language:

- I will respond to email within **[insert your timeline]**. I will offer feedback on major assignments within **[insert your timeline]**. The best way to contact me is via the Canvas Inbox, as I will prioritize this email over other modes of communication.
- In this course I will be posting interactive announcements which will offer specific opportunities for class questions and extra credit every other week.
- Additionally, I will be participating in the discussion forums with you to share my perspective within the discipline and to offer some nuances of interpretation that may not be present in your textbook.
- Lastly, we'll be holding small group Q & A sessions, where we can learn from our peers (and faculty) on some of the more difficult units within the course.

Keys for Success (how to succeed in the course)

****A note for iPhone & iPad Users**** Please make sure that all your assignments and submissions are submitted in universal (non-Apple) formats such as PDF, Word, Google Slides, Google Docs, Open Office, Power Point, etc. Apple uses several proprietary files such as .Pages files, .HEIC photo files, .key files, etc. that do not work with Canvas – or PCs, or anything other than Apple products. These files will not read in Canvas, and will not be accepted. Thank you!

Also – it is important to note that Canvas will sometimes not fully function on your mobile operating system (OS) – regardless of Android, iPhone or iPad. You may not see videos, photos, submission buttons, etc. If you encounter problems – please use a proper computer – a laptop, desktop etc. SLCC has computer labs on every campus open from 8am until 10pm M-F.

In addition – there will be several assignments this semester that require a video reply to class discussions. This is best done through Kaltura on Canvas. For help – please read up on the basics here :

<https://slconline.helpdocs.com/media-services/how-do-i-embed-media-from-my-media-in-a-canvas-page>



WHO TO CONTACT WHEN YOU HAVE QUESTIONS :

- If you have questions on file types, uploading videos, or other technical issues with Canvas – please reach out to :

eLearning (Canvas Support)	[REDACTED]
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- If you run into Technical Support (software, computer issues) please reach out to the SLCC Help Desk at : [REDACTED]
- Got questions about your degree goals, registering for an internship, which classes you should take, or any other academic questions? Reach out to our Academic Advisor (for all Fashion Institute Students) – Vorn Bullough. Her email is vorn.bullough@slcc.edu

**For information on SLCC resources and policies, go the SLCC Institutional Syllabus that may be found at our class canvas site in the left-hand menu

Brief Description of Assignments/Exams

COURSE REQUIREMENTS:

Attendance: Keep pace each week and participate in class discussions and feedback. Attendance for monthly workshops and field trips is recommended but can be substituted with alternate assignments with advance notification.

Assigned Readings:

The assigned readings are essential for meaningful class participation and discussion. Readings for each class are shown in the course outline and should be completed prior to class.

Fieldtrips:

Fieldtrips are an important part of this class, and as assignments they must be attended to receive credit. We are scheduled to take 3 field trips this semester to study merchandising.

Tests:

Midterm and Final Projects will be assigned. Most projects and field trips involve critical thinking and showing applied creativity vs. cramming facts and info – so keep that in mind as we go.

Grading Scale

GRADING POLICY: Grades will be assigned for performance in accordance with the policy outlined in the college catalog. The final grade is based the total number of points received in several areas. The final grade will be computed as follows:

In Class Discussions + Projects 20% Assignments 30% Projects/Presentations 30% Final Exam /
Project 20% Total 100%

Grading will be as follows:

- A 93% and above
- A- 90 – 92
- B+ 87 – 89
- B 83 – 86
- B- 80 – 82
- C+ 77 – 79
- C 73 – 76
- C- 70 – 72
- D+ 67 – 69
- D 63 – 66
- D- 60 – 62
- E 59 – below

CHEATING POLICY:

Students found cheating on an exam will be given a zero for the first offense. If it happens again, the student will receive an E for the entire course. There will be no tolerance for cheating.

How to Navigate to Canvas

SharePoint ePortfolio Information

New to SharePoint ePortfolio? [Start HERE at the ePortfolio Help Site.](#)

Your General Education ePortfolio tells your SLCC learning story. Your ePortfolio enables you to introduce yourself to your professors and classmates, showcase your learning, and reflect on how your courses connect to each other, your life, goals, and community. The ePortfolio is intended to help you connect with other students and communicate with professors about how you learn, what you are taking away from your experience, and what supported your learning in their class. Professors can use your ePortfolio to get to know you before class and use your reflections and signature assignments to continuously improve their teaching.

Your General Education ePortfolio will also help you weave together the concepts you learn across all general education courses. To do this, each general education course you take at the college will ask you to demonstrate your engagement with the general education learning outcomes by designing a course-specific ePortfolio page that includes a Signature Assignment and reflection. When you finish your time at SLCC, your ePortfolio should provide a multi-media showcase of your educational experience and tell the story of your learning growth while at SLCC. You can learn more and create your ePortfolio by visiting the Sharepoint Gen Ed Hub.

In order for us to learn from your ePortfolio and provide effective support, we must be able to access your ePortfolio. To make sure your ePortfolio is accessible to professors, check your My SLCC ePortfolio Card:

1. Copy the URL for your ePortfolio from the web browser.
2. Click [here](#) and then check to see if there is already a hyperlink under the General Education ePortfolio heading.
3. If there is no link, paste the copied link to your Welcome page and click "Save." If there is a link already, verify that the link is correct and update it if it is not correct.
4. Finally, confirm that everything worked by clicking on the link and making sure it goes to your Gen Ed ePortfolio Welcome page.

Institutional Policies

As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

You can access the document by clicking on the following link:

<https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>

Learning Support and Tutoring Services

We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, please visit the Institutional Syllabus under the Tutoring and Learning Support tab:

<https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

Advising and Counseling Support Services

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, please visit the Institutional Syllabus under the Advising and Counseling Support Services tab:

<https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

Student Academic Calendar

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)

Additional Policies

YOU ARE WELCOME HERE AT SLCC

SLCC UNITED - You are welcome here. Please do the same for others. If you need help or have concerns, please reach out to me - I want to make sure all my students feel comfortable, included, and appreciated for who they are.



Pronoun Changes and CanvasWe have had the pronoun feature turned on since it was first made available by Instructure (Canvas.) If students click on their profile or pic in the left-hand navigation, they'll see options to change their notifications, file, settings, or shared content. If they choose settings, the first dropdown menu under their name is "pronouns." They may choose whichever pronoun or set of pronouns they would like, and then click "update settings." Here is a tutorial on this process:

<https://community.canvaslms.com/t5/Student-Guide/How-do-I-select-personal-pronouns-in-my-user-account-as-a/ta-p/456>Links to an external site.

Name Changes and CanvasCanvas is tied to Banner, so there is a process in place for students to change their name in College systems. However, it's not as simple as just changing it in Canvas, as many faculty need to determine who is on their roll—and it should match the student record with registration, as well. Imagine having names in Canvas that had no correlation to the student record? As a faculty member, it would be difficult to see who was registered for your class and which names tied to those on your roll. So we set up a process quite some time ago for students to submit their preferred names, legal names, SSN, birthdate, sex/gender, etc. that also tied this to the student record: <http://www.slcc.edu/registrar/change-personal-info.aspx>Links to an external site. Once a student fills out the form, the information is updated in the student record, Banner, and in Canvas. This process ties all of those critical systems together. We worked with student services and the

Gender and Sexuality Student Resource Center to make sure this was a process that was respectful of students, while also maintaining a clear academic record.

Assignment Schedule

Due Date	Assignment Name	Assignment Type	Points
	CLASS QUESTIONS / DISCUSSION FORUM	Discussion	0
	CLASS QUESTIONS / DISCUSSION FORUM	Discussion	0
	Class Slideshow Presentation Notes	Discussion	0
	Extra Credit	Assignment	0
	Introduce Yourself	Discussion	0
	Introduce Yourself	Discussion	0
	Roll Call Attendance	Assignment	80
	Unit 10 Online Lesson : Perfection is in Perception	Discussion	0

	Unit 11 Online Lesson : The Art of Visual Creativity, the Experience Economy & Retail Organization	Discussion	0
	Unit 2 Lesson : Welcome to Merchandising & Visual Display!	Discussion	0
	Unit 4 Online Lesson : Color is the (Emotional) Trigger	Discussion	0
	Unit 5 Online Lesson : Color Use In Retail, Marketing & Display	Discussion	0
	Unit 6 Online Lesson : Composition Matters	Discussion	0
	Unit 7 Online Lesson : Composition Continued	Discussion	0
	Unit 8 Online Lesson : Light and Lighting (Part I)	Discussion	0
	Unit 9 Online Lesson : Light & Lighting (Part II)	Discussion	0
8/20	First Day of Class Meetup - In-Person :	Assignment	5

[Wednesday, August 21st](#)
[in Room 2-139](#)

9/3	Celebrities in Trouble : Student Reports	Discussion	15
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9/6	Unit 3 Online Lesson : The Art of Seeing / Start with Why	Discussion	5
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9/17	Intro Color Assignment	Assignment	15
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9/24	Color Tests	Assignment	10
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9/24	Create a Color Wheel	Assignment	20
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9/25	Display Cabinet Project Preview Installation	Assignment	30
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10/1	Photo Safari #1 - Color in Visual Display	Discussion	30
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10/2	Display Cabinet Project Final Installation	Assignment	50
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10/8	Composition Assignment Class Discussion	Discussion	30
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10/23	Tower Game Assignment	Discussion	10
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10/29	Lighting Assignment Class Discussion	Discussion	30
11/12	Perfection is in Perception : Visual Redesign Assignment	Discussion	50
11/15	Dominance Factors Store Analysis	Discussion	20
12/11	EXTRA CREDIT : Course Feedback Questionnaire	Quiz	0
