

AE213 -- VISUAL MERCHANDISING

Instructor:	e-mail:
	Term:
Voice mail:	Total class hours: 18
Office hours:	Class meets:

Course description: Overview of how a retail shop coordinates merchandise presentations with overall design concepts, fixtures and graphic/signage components. Students develop problem-solving and project-management skills by designing a storewide promotion for an upscale retail environment. They design a logo, advertising, signage, and other graphics using digital and traditional design and production techniques.

Course objectives: Upon completion of the class, students will:

- Know the elements, purpose and impact of visual merchandising on a store's brand and its sales.
- Be able to evaluate brand essence, advertising and special events in relation to visual merchandising.
- Transform design ideas into practical creative displays that support retail sales.

Competencies assessed:

- Demonstrate knowledge of business concepts in the process of apparel design.
- Work productively in a team to create a viable product.
- Create marketing materials that win visibility for product.

Pre-requisite: Computer Graphics (AD336), Strategic Marketing (AE205)

Class format: Class time is divided between lecture, research and student work.

Recommended text: *Silent Selling*; Bell, Judith and Kate Ternus, 3rd Edition, Fairchild Publications

Required supplemental materials: Laptop or tablet for taking notes and in-class research/work.

Additional supplemental materials:

Metal straight edge (24" min)
Masking tape
Photo mount spray (permanent)
Self-healing cutting mat (18"x24")
X-Acto knife with #1 and #2 blades
Primacolor markers
1-3, 11'x14" Bristol display boards

Additional supplies may need to be purchased, depending on the nature of chosen project.

Standards of conduct: Complete and on-time attendance is mandatory.

- **No student can miss three or more classes and expect to pass this class.**
- Attendance is at the beginning of each class period. If you are late, you will lose half the attendance points for the day. If you arrive late, it is your responsibility to make sure you have been counted present. If you arrive more than 15 minutes after the beginning of a part of the class period, you will be counted absent for that part of the period.
- If you are absent, you lose the attendance points for that day. If you know ahead of time that you will not be in class, make arrangement with the instructor the night *before* class (by 10 p.m. and by telephone).
- It is the student's responsibility to keep track of assignments and turn them in on time should the students miss the class or arrive late.
- Professionalism means: Turn off your cell phone. Attend the full class. Focus and follow-through during classroom work. Have respect and work well with classmates. Use the same behavior in the classroom as you would on the job in the apparel industry.
- Late work will result in a one letter grade deduction.

Labeling Policy: All student work must be turned in with the following information: Name, Course Name/Number, Instructor, Term/Date, Project/Assignment, Contact Info (phone or e-mail). Work may not be accepted for full credit without the required information. PFI cannot guarantee the return of student work that is not labeled with the required information.

Incomplete: A student who, due to medical or other exceptional causes, cannot complete the required class work must document his/her situation and submit a written request for an incomplete grade to be entered. The instructor, the academic advisor and director must approve the grade and assign a time line for the work to be completed. Incompletes must be requested and approved no later than the end of the quarter for which the incomplete is requested. To remove an incomplete, a student must complete the required course work before the next quarter commences. If a student does not comply within the time line or does not complete the work, an "F" grade, or the grade calculated by the instructor on the incomplete form, will be entered to replace the incomplete.

To initiate a request for an incomplete grade, the student must fill out an incomplete form and submit it to his/her instructor. The instructor will obtain the required signatures and submit the completed form with final grades.

Withdrawal (W/WF): The student who withdraws from a course or from the program during the first six weeks of the quarter will be assigned a "W" code for each course. The "W" code is not used in computation of the student's grade point average; however, "W" credits are counted toward total credits attempted. The student who withdraws from a course or from the program after the ninth week of the quarter will be assigned a "WF" code for each course. The "WF" code is the equivalent of a grade of "F" and is used in computing the student's grade point average.

Students wishing to withdraw from PFI must file an official status change form with the Academic Advisor.

Last day to withdraw from the class is 48 hours before class starts.

Lab Policies: Leave food and drink outside the classroom. Disciplinary action will be

taken toward any student found using the equipment in an inappropriate manner. Disruptive, disrespectful, rude behavior is not tolerated.

Plagiarism: Presenting the writings, images or paraphrased ideas of another as one's own, is strictly prohibited. Properly documented excerpts from other's works, when they are limited to an appropriate amount of the total length of a student's paper, are permissible when used to support a researched argument.

Attendance Policy: Students who are absent from all scheduled classes over a 14-day period (2 weeks) are subject to automatic attendance suspension—from PFI, not just from this course. This means the student is administratively withdrawn from all courses and cannot attend classes or continue in the current quarter unless he/she successfully appeals for reinstatement. Students who anticipate violating the attendance policy should contact the academic advisor immediately to discuss options such as withdrawing from PFI or navigating the appeals process.

Picking up Work: Please pick up your work no later than the first Friday of the following quarter. If you cannot retrieve your work by this date please make arrangements with me. All work not picked up by this date will be recycled.

Students with Disabilities: It is PFI policy not to discriminate against qualified students with a documented disability in its educational programs, activities or services. If you have a disability-related need for adjustments contact the academic advisor.

Evaluation:

Attendance/Professionalism/Participation	10 %
Upscale retailer report	10 %
Boutique report	10 %
Fast fashion report	10 %
Merchandising plan	50 %
Peer evaluations	10%
TOTAL	100 %

Grade Scale

Letter	Number	Rating
A	95-100	Excellent
A-	90-94	
B+	87-89	Good
B	83-86	
B-	80-82	
C+	77-79	Satisfactory
C	73-76	Fair
C-	70-72	
D+	67-69	Marginal
D	62-66	
F	<62	Failure

COURSE CALENDAR

This syllabus is subject to change at the instructor's discretion.

WEEK/DATE	TOPIC	ACTIVITY	ASSIGNMENTS
1/	Introductions Introductions. Terminology. Process. Goals and Objectives. Furnishings, product fundamentals	LECTURE: Purpose of visual merchandising Furnishings/product fundamentals CLASSWORK: Furnishings, costs and uses	Visit Grand & Benedict. Research furnishings, costs and uses
2/	Design &	CLASS DISCUSSION: Furnishing types and impact	Visit 3 upscale retailers. Take notes on furnishings, design and effect on

	society	LECTURE: Design & society CLASSWORK: Case studies on design and effect on consumers	consumers.
3/	Form & space	CLASS DISCUSSION: Design and effect on consumers LECTURE: Form & space CLASSWORK: Case studies on floor plans, furnishings and effect on consumers	Visit 3 boutiques. Take notes on floor plans, furnishings and effect on consumers.
4/	Materials, textiles, graphics Lighting & staging Consumer behavior	CLASS DISCUSSION: Floor plans, traffic flow and effect on consumers LECTURE: Consumer behavior CLASSWORK: Color, lighting and staging	Visit 3 fast fashion retailers. Take notes on traffic flow, color, lighting, signage, staging, graphics and consumer behavior.
5/	Point of Purchase Display (POP), advertising and special events	CLASS DISCUSSION: Comparison of store layouts, displays and effect on consumers LECTURE: POP, advertising & events CLASSWORK: Team assignments Teams: Design a storewide promotion through visual merchandising	Teams: Design a storewide promotion through visual merchandising: layout, signage, furnishings, displays. Create written merchandising plan with illustrations and sample visuals in miniature.
6/	Team presentations	PRESENTATIONS: Merchandising Plans	Turn in team reports