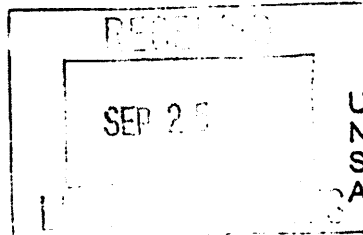


LSC Use Only
Number: _____
Submission Date: _____
Action-Date: _____



UWUCC USE Only
Number: _____
Submission Date: 01-29c
Action-Date: UWUCC App
2/12/02
Senate App 2/26/02

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Mary E. Swinker Phone 7-3778

Department Human Development & Environmental Studies

II. PROPOSAL TYPE (Check All Appropriate Lines)

☒ **COURSE** Visual Merchandising
Suggested 20 character title

☐ **New Course *** _____
Course Number and Full Title

☒ **Course Revision** FSMR 303 Visual Merchandising
Course Number and Full Title

☐ **Liberal Studies Approval +** _____
for new or existing course Course Number and Full Title

☐ **Course Deletion** _____
Course Number and Full Title

☐ **Number and/or Title Change** _____
Old Number and/or Full Old Title

New Number and/or Full New Title

☐ **Course or Catalog Description Change** _____
Course Number and Full Title

☐ **PROGRAM:** ☐ **Major** ☐ **Minor** ☐ **Track**

☐ **New Program *** _____
Program Name

☐ **Program Revision *** _____
Program Name

☐ **Program Deletion *** _____
Program Name

☐ **Title Change** _____
Old Program Name

New Program Name

III. Approvals (signatures and date)

James Heckrodt
Department Curriculum Committee

Lincoln S. Nelson
Department Chair

James Heckrodt
College Curriculum Committee

Colin A. Fair
College Dean

16

+ Director of Liberal Studies (where applicable)

* Provost (where applicable)

Part II. Course Proposal

A. Course Revision

I. FSMR 303 Visual Merchandising

a. Description of Catalog Changes

1) New Syllabus of Record

Catalog Description:

FSMR 303 Visual Merchandising

3 lecture hours

0 lab hours

3 credits

(3c-0l-3sh)

Prerequisites: None

Design and arrange display and selling areas in relationship to merchandising trends and consumer demands. Emphasis on promotion techniques and merchandise sales through effective use of space, design, and color. (Offered as CS 303 prior to 1996-97).

New Syllabus of Record

I. CATALOG DESCRIPTION

FSMR 303 Visual Merchandising

3 lecture hours
0 lab hours
3 credits
(3c-0l-3sh)

Prerequisites: None

Design and arrange display and selling areas in relationship to merchandising trends and consumer demands. Emphasis on promotion techniques and merchandise sales through effective use of space, design, and color. (Offered as CS 303 prior to 1996-97).

II. COURSE OBJECTIVES

Upon completion of this course the student will:

Define and utilize visual merchandising vocabulary

Identify different visual merchandising trade organizations and publications

Identify the different types of visual merchandising organizations/departments

Identify basic elements and principles of design as they relate to visual merchandising

Execute displays using the appropriate elements and principles of design

Evaluate merchandising selling area layouts

Develop and analyze promotional plans including theme, visual displays, signage, advertisements, mailings and special events.

Evaluate visual work using the critique process

Analyze visual merchandising projects in relation to store image and store philosophy.

III. COURSE OUTLINE

- | | |
|---|-----------------|
| I. Introduction Visual Merchandising | 2 lecture hours |
| A. What is Visual Merchandising? | |
| B. Why is it Needed? | |
| C. Trade Organizations and Publications | |
| D. Careers in Visual Merchandising | |
| II. Visual Merchandising Concepts | 2 lecture hours |
| A. Creating Effective Visual Presentations | |
| B. Trends | |
| C. Merchandising Terminology | |
| D. Types of Displays and Display Settings | |
| III. Planning and Developing Visual Presentations | 2 lecture hours |
| A. Department Store In-House Departments | |
| B. Centralized Visual Merchandising | |
| C. Freelance Arrangements | |
| D. Exam I | 1 lecture hour |
| IV. Design | 7 lecture hours |
| A. Elements as Relates to Visual Merchandising | |
| B. Principles as Relates to Visual Merchandising | |
| V. Design Facilities | 3 lecture hours |
| A.. Exteriors | |
| B. Storefronts and Window Structures | |
| C. Interiors | |
| VI. Tools Used for Successful Displays | 7 lecture hours |
| A. Types of Mannequins | |
| B. Alternatives to Mannequins | |
| C. Dressing the Three-Dimensional Form | |
| D. Wigs and Makeup | |
| E. Creating a Mannequin | |
| F. Fixtures | |
| G. Furniture | |
| H. Other Props | |
| I. Lighting | |
| J. Signage and Graphics | |
| K. Exam II | 1 lecture hour |

- VII. Themes 2 lecture hours
- A. Types of Themes
 - B. Four Seasons
 - C. Special Events and Promotion
- VIII. Execution of a Visual Presentation 10 lecture hours
- A. Selecting the Merchandise
 - B. Preparing the Merchandise
 - C. Assembling the Props and Materials
 - D. Preparing the Display Space
 - E. Selecting Mannequins and Forms
 - F. Preparing the Lighting
 - G. Installing the Display
 - H. Display Sketches
 - I. Graphic Plans
 - J. Developing Specific Displays
- IX. Safety and Loss Prevention 2 lecture hours
- A. Principles of Safe Installation of Items
 - B. Basic Safety Rules and Regulations
 - C. Security Considerations and Loss Prevention
- X. Related Areas of Visual Merchandising and Display 3 lecture hours
- A. Merchandise Selling Areas
 - B. Point-of-Purchase Display
 - C. Exhibit and Trade Show Design- Industrial Displays
 - D. Fashion Shows

NOTE: The third exam will be a final 2 hour exam that will be given on the final exam day.

IV. EVALUATION METHODS

The final grade will be determined as follows:

35% Tests. Three tests (equally spaced throughout the semester with third test on final exam day) consisting of multiple choice, true/false, and short answer. (100 points each).

5% Two Practice Assignments. Critique of a store window display and an interior store display. The assignment will utilize the critique method of evaluation. Grading will be based on the students ability to identify important factors needed to be addressed and the depth of the analysis.

15% Two to Three Elements and Principles of Design mini projects. Students will be evaluated on the effectiveness, correctness and project neatness in the application of the elements and principles of design.

20% Table Top Display and Presentation. Students' displays will be critiqued by self, peers and instructor. The projects will be evaluated based on the completeness of the project, correct use of elements and principles of design, appropriateness to the display theme and their professionalism in the presentation.

25% Window Display and Presentation. Students' displays will be critiqued by self, peers and instructor. The projects will be evaluated based on the completeness of the project, correct use of elements and principles of design, appropriateness to the display theme and their professionalism in the presentation.

Grading Scale (%)

A	90-100
B	80-89
C	70-79
D	60-69
F	Below 60

V. REQUIRED TEXT

Pegler, M. M. (1998). Visual merchandising and design (4th ed.). New York: Fairchild.

VI. SPECIAL RESOURCE REQUIREMENTS

Out of pocket expenses will be need for materials needed for displays

VII. BIBLIOGRAPHY

Current Sources:

Articles from Visual Merchandising and Store Design.

Diamond, J. & Diamond, E. (1999). Contemporary visual merchandising. Upper Saddle River, NJ: Prentice Hall.

Flowers, D.; Lathrop, J.; & Ollhoff, B. D. Visual merchandising DACUM study and curriculum. Pewaukee, WI: Waukesha County Technical College.

Mills, K. H., Paul, J. E. & Moormann, K. B. (1995). Applied visual merchandising (3rd ed). Englewood Cliffs, NJ: Prentice Hall.

Pegler, M. M. (1997). Retail entertainment. New York: Retail Reporting Corp.

Pegler, M. M. (1998). Streetscapes: Facades, entrances, storefronts. New York: Retail Reporting Corp.

Pegler, M. M. (1997). Storefronts & facades. New York: Retail Reporting Corp.

Pegler, M. M. (1999). Stores of the year. New York: Retail Reporting Corp.

Salb, J. G. (1998). Retail image and graphic identity. New York: Retail Reporting Corp.

Historical Sources:

Buckley, J. (1962). The drama of display. New York: Display Publishing.

Hotchkiss, M. S. (1972). Merchandising display. Austin, TX: University of Texas Press.

Nelson, G. (1968). Display. New York: Whitney.

Samson, H. E. & Wayne, G. L. (1979). Display, planning and techniques. Cincinnati: South Western.

Zelanski, P. & Fisher, M. P. (1989). Color. Englewood Cliffs, NJ: Prentice Hall.

2. Summary of Proposed Revisions

a. Course Format Change

Old: (1c-3l-3sh) 3 credit lecture laboratory course

New: (3c-0l-3sh) 3 credit lecture course

b. Prerequisite Change

Old: ART 120 or equivalent

New: None

c. Objectives and Outline Change

The objectives and outline are being changed to be in University accepted format and in line with the course content and format.

3. Justification/Rationale for Revision

a. Course Format Change

The course is being changed to a lecture format because the FSMR program does not have the facilities, mannequins, lighting and other display fixtures needed for a visual merchandising laboratory course. Projects assigned can be done outside of class and can be brought into the lecture format to be critiqued. It is also important to make sure the course is not vocational in nature.

b. Prerequisite Change

ART 120 was dropped from the Fashion Merchandising program in our 1996 program revision. At that time the pre-requisite for this course was overlooked. See the support letter from Vaughn Clay, Chairperson of the Art Department.

c. Objectives and Outline Change

The objectives and outline are being changed to be in University accepted format and in line with the course content and format.

4) Old Syllabus of Record

VISUAL MERCHANDISING

FM 303 - studio

INSTRUCTOR MR. PAUL AUSTIN 112b ACKERMAN HALL

TELEPHONE:

HOME - 349-8410

WORK - X2268

Spring 1997

Office hours:

Monday 2.30-3.30 pm

Tuesday 10.00-11.00 am and 3.15-3.45 pm

Thursday 10.00-12.00 am and 3.15-3.45 pm

Course description:

Designing and arranging of display and selling areas in relationship to merchandising trends and consumer demands. Emphasis on promotion techniques and merchandise sales through effective use of space, design and color.

Required text

Applied Visual Merchandising. Mills, K.H. Paul. J.E. Moorman, K.B. Prentice Hall 1995. Third Edition

Course objectives:

1. to develop in each student an awareness of the relationship between design and visual communication
2. to provide opportunities for the development of a visual vocabulary
3. to require practice of idea formation and the visual communication of ideas
4. to familiarize students with the critiquing process
5. to promote each student's self understanding and awareness
6. to help crystallize the student's self image
7. to better acquaint students with classmates
8. to encourage students to use design to visually "merchandise" themselves
9. to provide immediate feedback on students' design efforts
10. to encourage portfolio development
11. to provide opportunities for the functional application of course material
12. to encourage students to experience a realistic display/promotional situation requiring the articulation of all course material
13. to give fashion merchandising students campus and/or community wide exposure

TIMETABLE

T. 1/14 Introduction to the course
 R. 1/16 WHAT IS VISUAL MERCHANDISING?
 T. 1/21 DESIGNING TO TEMPT.
 R. 1/23 REVIEW BOOK CHAPTERS/ STUDIO
 T. 1/28 REVIEW BOOK CHAPTERS/ STUDIO
 R. 1/30 COMMUNICATION.
 T. 2/4 WHAT IS GOOD AND BAD TASTE?
 R. 2/6 CONCEPTUAL DESIGNS 1- Spaceplanning/3D floorplans *Graphic project no*
 T. 2/11 CONCEPTUAL DESIGNS 2- Logos/corporate images
 R. 2/13 CONCEPTUAL DESIGNS 3- Advertising
 T. 2/18 REVIEW BOOK CHAPTERS/ STUDIO
 R. 2/20 REVIEW BOOK CHAPTERS/ STUDIO
 T. 2/25
 R. 2/27 No class

Mid-term exam

*****2-7 MARCH Spring Break*****

T. 3/11 STUDIO
 R. 3/13 PRESENT GRAPHIC PROJECT NO. 1
 T. 3/18 RESEARCH PROJECT
 R. 3/20 COLOR THEORY/COLOR RENDERING/MATERIALS
 T. 3/25 SHADOW BOXES/DISPLAY CASES
 R. 3/27 FIELD TRIP [OPTIONAL]
 T. 4/1 SHADOW BOXES/DISPLAY CASES
 R. 4/3 CRIT SESSION
 T. 4/8 MODEL MAKING
 R. 4/10 PROJECT STUDIO
 T. 4/15 PROJECT STUDIO
 R. 4/17 PROJECT STUDIO
 T. 4/22 PROJECT STUDIO
 R. 4/24 FIELD TRIP [OPTIONAL]
 T. 4/29 PROJECT STUDIO

Research Project

Graphic Project no

Project choice

FINAL EXAM

ATTENDANCE POLICY:

All students are expected to attend class. Although the need to miss class because of illness or personal emergency is recognized, the number of absences should not exceed three class periods (total of 3 clock hours). In-class activities and quizzes are an important part of the course and cannot be made up. Grades will not be changed. No make-up exams or assignments will be given.

All assigned coursework must be submitted on time. Any work submitted late or incomplete will be subject to an immediate reduction in grade.

EVALUATION METHODS:

The final grade will be determined as follows:

2 graphic projects, 3D floorplan/logo/poster	100 points	10%
Shadow box/display case	100 points	10%
1 MID-TERM EXAM consisting of a combination of true/false, multiple choice and short answer	200 points	20%
1 research project, Store Manager's questionnaire	100 points	10%
1 studio or research project of your choice		40%
1 FINAL EXAM [oral/visual presentation]		10%

Grading scale: A= 90%-100%; B= 80%- 89%; C= 70%- 79%; D= 60%- 69%;
F= 59% and below.