NEW YORK CITY COLLEGE OF TECHNOLOGY THE CITY UNIVERSITY OF NEW YORK DEPARTMENT OF BUSINESS

BUF 2203 VISUAL MERCHANDISING
FALL 2018

Credits: 3
Instructor: Prof. Kat Roberts
Faculty Office: N-1025
Office Hours: Mon., Wed. 11:30-12:30 by appointment only
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Meeting Date/Time/Room:
Mon., Wed. 7:30-8:45 PM, Midway 301

COURSE DESCRIPTION:

This course is designed to provide an exploration of visual merchandising by considering the product presentation in the retail environment. This course explores the theoretical and practical use of in-store environments, lighting, special effects, fixtures and product placement as a form of visual communication intended to convey a specific message about the fashion brand and to influence the consumer. Topics include the creation of specialty and department store displays, the design of visuals for walls and windows, professional presentation techniques, and the effects of color, music and lighting on consumer behavior. Introduction to student e-Portfolio and Open Lab.

Required Textbook:

Bell, J. and Kate Ternus (2010). Silent Selling: Best Practices and Effective
Strategies in Visual Merchandising 5th Edition. Fairchild: Bloomsbury,
NY . *This text is available in hard copy and soft spiral bound.* ISBN-13:
978-1501315497

Suggested Textbook:

Pegler, Martin, M. Terence. (2006). Visual Merchandising and Display:
Fifth Edition. New York: Fairchild Publications.

Compliance with Federal Law: For information on the authors, titles, retail prices, ISBN numbers, and other details regarding the text books, please visit the college website at http://bookstore.citytech.cuny.edu

Additional Requirement:

Watercolor set

Paper
Portfolio Book
Camera

LEARNING OBJECTIVES:

Content specific:
At the conclusion of this course, students will be able to:
• Analyze the psychological effects that color, harmony, texture, line, composition and lighting have on the consumer.
• Justify color as a selling tool to enhance consumer buying motives
• Reconstruct store layouts, signage, fixtures, lighting techniques, planning, design and promotion principles, and their application to displays.
• Appraise various displays in department stores, specialty stores and boutiques for their effectiveness.
• Design, sketch, organize, plan, prepare and create displays based upon course teachings, outings, and research.
• Comprehend principles of design and color theory
• Identify design and apparel terminologies
General Education:
• Understand how business is effected by social and cultural trends
• Analyze the elements that affect profit and develop an awareness of the relationship among those elements
• Develop the ability to work in a team environment to solve problem effectively and creatively
• Develop an overview of the diverse career opportunities

STUDENT LEARNING OUTCOMES:

Content Specific:
• Describe the relationship between visual merchandising and profitability
• Apply consumer behavior characteristics to a successful store environment

• Identify fixture styles and purpose
• Recognize types of lighting used in a retail environment and the effect on merchandise, aesthetics and sales.
• Analyze floor layout to maximize sales considering factors such as product development, fixture placement, traffic flow, season, and store mission.
General Education:
• Understand portfolio development and its appropriate use
• Apply professional techniques to oral and written, group and individual presentations
• Analyze retail promotion management
• Evaluate characteristics of strong selling and appropriate customer service

TECHNOLOGY ENHANCEMENT:

- ❖ Blackboard Technology All students will be responsible for Blackboard access and participation
- ❖ SAFEASSIGN Technology for the submission of Final papers
- ❖ E-portfolio creation

COURSE POLICIES & PROCEDURES:

ATTENDANCE/ PARTICIPATION

Class attendance is expected. **TWO or more absences and/or excessive lateness/ or leaving early (2 late class arrivals equals 1 absence,) can reduce participation grade, attendance is participation**. Although students are graded on academic achievement and performance rather than on attendance per se, there are several in class activities, assignments, and quizzes that are completed and handed in during scheduled class times. These assignments are required and contribute to the final course grade.

Should a student be absent more than two days of a semester course, one must bring in documentation of the day and time of absence on official letterhead the very next class session otherwise excused absence is not valid.

Students who are not present in class on the days of these assignments will **NOT** be given the opportunity to make-up these activities unless recognized by CUNY-City Tech.

It is *strongly recommended* that a student's personal appointments be scheduled at other than class times *(this includes job interviews and medical appointments).*

If you are absent when an assignment is due, <u>you</u> are responsible for having the assignment turned in during the class period. If <u>you</u> are absent from class, <u>you</u> are responsible for the material covered. *This means you must get the missed work and <u>you are responsible to get the material by contacting your peers.</u>*

In addition to class attendance, it is also expected that students will complete readings and homework as assigned and participate in class discussions to the extent that it is possible in a class setting. Participation is important in this course. *When students' share their thoughts and experiences, class concepts become concrete in their minds as well as in the minds of other students. It is the sharing of our experiences that helps us to learn from each other as well as about each other. Members of this classroom will practice inclusively. We will listen to one another's views with respect regardless of race, gender, sexual orientation, or disability.*

<u>PARTICIPATION</u>:

Your success in this class depends on your willingness to put effort into your work. You are expected to participate in all large and small group activities, exercises and discussions. Participation will help you understand the subject matter and will be considered when determining your final grade. **Participation is 10% of your final grade.** Coming to class is <u>NOT</u> participation.

Participation involves:

- **Active Learning**. Taking notes, asking questions and taking responsibility for your own learning.

- **Working with others in group activities**: A chain is only as strong as its weakest link. Don't drag your team down by refusing to get involved.

- **Attending class regularly**. If you aren't here, you can't learn.

<u>STUDENT CONDUCT POLICY:</u>
Loud, disruptive or inappropriate behavior is not permitted and will not be tolerated. Definition of such behavior is the sole judgment of the instructor. This will include, but is not limited to:
1. Use of or interruption by <u>any</u> electronic device, especially cell phones.
2. *Talking amongst students* or comments that are made to distract from the class.
3. Disrespectful comments to or about anyone or any group of people.
4. Food shall be permitted in the class unless it becomes a disruption to the classroom.

5. *Do not attempt to discuss grades before, during or after class hours.* Please make an office appointment for these discussions.
6. All rules of conduct in the Student Handbook apply.

ELECTRONIC DEVICES:

Many people in our society have not yet learned professional, considerate, behavior regarding electronic devices. Turn off all cellular telephones, beepers, wrist watch alarms, etc. before you enter class. If you use a computer, please sit in the two front rows of the class. **If you are found texting, on a social media site, or using your phone while in class lecture, <u>you will be deducted 2 points from your final grade each time</u>**. If you are expecting a life and death announcement from an immediate family member— brother/sister/parent/spouse/child — <u>please notify me *before* class of that situation.</u>

ACADEMIC INTEGRITY POLICY:

The value of an institution of higher education is dependent upon its ability to maintain the integrity of its academic environment. Academic dishonesty cannot and will not be tolerated at City Tech. City Tech is committed to supporting its mission to provide an educational experience designed to develop professional competencies including developing habits of personal and professional integrity. The College expects all members of its community - - students, faculty and staff - - to act honestly in all situations.

"Academic Dishonesty is any form of cheating and plagiarism which results in students giving or receiving unauthorized assistance in an academic assignment or receiving credit for work which is not their own."

All students are expected to agree to a pledge of honesty concerning their academic work, and faculty is expected to maintain the standards of that code

Academic misconduct is defined as any act that violates the rights of another student with respect to academic work or involves misrepresentation of a student's own work. Academic misconduct includes but is not limited to: cheating on assignments, quizzes, or examinations, plagiarizing pieces of work, depriving others of necessary course work, and sabotaging another's work.

Academic dishonesty on exams, quizzes, or any other graded assignment will result in a zero for that graded activity or assignment.

Academic dishonesty includes use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, or the acquisition of tests or other material belonging to a faculty member.

Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source.

Academic dishonesty will bring about disciplinary action, which may include expulsion from the university. This is explained in the College's online handbook.

"Academic dishonesty (is any) form of cheating and plagiarism which result in students giving or receiving unauthorized assistance in an academic exercise or receiving credit for work which is not their own. "(Kibler et. al. (1988), Academic integrity and student development: Legal issues and policy perspectives, Ashville, NC: College Administration Publications, Inc., p. 1.) All students are expected to agree to a pledge of honesty concerning their academic work, and faculty are expected to maintain the standards of that pledge.

INFORMATION (TECHNOLOGY) LITERACY STATEMENT
Information Literacy is a valuable set of skills that empowers students to become agile information seekers who adapt to changing modes of information delivery and are selective, critical, ethical users of information in all formats. These skills are embedded within course work throughout academic programs. This skill will be reflected in your research papers.

QUIZZES, EXAMINATIONS, AND GRADING:
In-class learning assignments are given and completed during class time. These are *unscheduled* but occur frequently. In-class assignments may consist of group activities, short reaction papers and so forth. QUIZZES are in the format of problem solving questions and given at the start of the class.

Should you arrive late on that day, you risk missing the quiz. **There are no make-ups on quizzes**. Students who miss any quiz for reasons that are recognized by CUNY-Citytech (e.g., documented family emergencies, documented illness and the like).

There are two exams scheduled during the quarter which includes a **comprehensive midterm** and a **final exam** which will be given during final exam week. **There are no make-up exams.** A student who is unable to take the exam at the scheduled time will result in a **0** on that exam unless absence is recognized by City Tech policy. The mid-term and final exams are worth 100 points each.

ASSIGNMENTS/ PRESENTATIONS/NO LATE WORK POLICY:
-Assignments and projects are due at the **beginning** of class as scheduled.
-Any work turned in after attendance has been called **will have one letter grade deducted.**
- **NO LATE** work will be accepted after the end of the class session.
-Assignments placed under the professor's door will **not be accepted**.

-Written work must be **word processed/typed on standard size 8 1/2" by 11" paper in black ink in Times New Roman font.** All names must be typed on assignments to be accepted. Please plan accordingly for all your assignment due dates.

-On presentation days all students are expected to arrive at class with all needed materials **on time. Failure to do so will result in a reduction in the student's or group's grade.**
-If a student or group fails to be present or prepared to present during their designated slot, **they will *not* be given credit for the presentation.**

- On midterm and exam days all students are expected to be in class on time, prepared to take the test. Students who arrive after the start of the exam will not be given additional time to complete the test, and will have points deducted from the exam grade.

Process for Evaluation:
Outstanding (A) work went beyond the package and presentation requirements.
Good (B) work met all grading criteria, performed to top standards.
Average (C) work, met all but one or two of the grading criteria.
Below Average (D) work met only one or two of the grading criteria.

Project Grading Criteria:
1) *Initiative* - Students must prove resourcefulness in presenting meaningful information in a well-structured package. Students must demonstrate inclusion of supporting information from course materials. Students must show evidence of adequate preparation in the presentation.
2) *Thoroughness* - Students must have covered all topical areas. Students should provide adequate coverage within each topical area.

3) *Accuracy* - Students must have reached appropriate conclusions from the information they received.   Students must have applied course material accurately, reflecting knowledge and understanding of the material.

4) *Professionalism and Creativity* – The promotional package and presentation should reflect professionalism in preparation and clarity, and creativity. They should be attractive and eye-catching. The promotional package and presentation should show evidence of advance work and planning.

Papers will be graded on the following criteria:
- **Clear and thorough** application of direct and database marketing concepts and principles (including material covered in the assigned reading, lectures, and discussions).
- **Demonstration of original, logical, strategic** thinking including a complete analysis of facts, logical synthesis, and persuasive conclusion/recommendation.

Specific examples should support the analysis. Address the specific requirements of the assignment.
- **Quality of research** (depth, breadth, appropriateness) and proper acknowledgement of references, including complete citations using APA style in-text notes, when appropriate.
- **Appropriate language and tone, accurate** spelling, correct grammar, appropriate punctuation, and logical organization. You will not receive an A if your writing is awkward, contains grammatical or punctuation errors, or is disorganized.

In a case of an emergency, you may e-mail your assignment to me _prior the start time of the class to get full credit._ Documentation of the emergency will be expected the very next class period.

Please do not send me work if you are running late. It must constitute an emergency.

ACADEMIC WRITING CENTER (AG-18):

Any student needing help will find an array of services such as study skills training; support for reading and writing skills; and assistance with mathematics, oral communication and computer applications. Both peer and faculty tutors are available for assistance. The Academic Support Center offers academic assistance to all students through the use of services including tutoring, workshops and access to computer-based programs. For further information, please visit the Academic Support Center on campus and on Blackboard.

All term papers must be seen by ASC prior submission. Please have the appointment slip with edits attached to final submission of paper. _**You are to edit your own paper once edited by ASC.**_

SAFEASSIGN AS A LEARNING TOOL

SafeAssign helps prevent plagiarism by providing both the student and the professor a feedback report that compares any student work submitted through the software with a comprehensive database of books, journals, websites and papers written by other students. Some of the writing assignments in this course will use Blackboard's **SafeAssign** software to help students improve their skill at paraphrasing statements contained in research on a topic and to help increase awareness of the proper use of citation when a student writes a paper using ideas or statements taken from a research source.

For any assignment requiring research and/or requiring more than two pages of writing, students will be expected to submit that assignment through **SafeAssign** in Blackboard, following the submission guidelines given with the assignment instructions. Prior to submitting a final draft of an assignment, students will have the opportunity to submit several drafts of that assignment to **SafeAssign** in order to get sufficient feedback from **SafeAssign** reports to help minimize the risk of plagiarism.

❖ **If the assignment continues to have evidence of plagiarism in the final draft of the assignment, the professor will file a report to the Department Chair documenting the use of the paper as an action of academic dishonesty.**

❖ **If a student fails to submit an assignment to SafeAssign, the professor will assign a grade of zero for that assignment.**

❖ **Please understand there are time limitations that must be met. Do not e-mail the professor that SAFEASSIGN was not accepting papers after submission time-out. It is then considered LATE, and NO LATE work is accepted.**

❖ **By submitting a paper to SafeAssign, that paper will become source material included in the SafeAssign database.**

GRADES:

Grading and add/drop policies are in accordance with University policies. Students need to submit assignments *on or before the due date*. **If you are absent when an assignment is due, you are responsible for having the assignment turned in during the class period. If you are absent from class, <u>you</u> are responsible for the material covered.**

GRADING
PARTICIPATION	=	80 points
HOMEWORK/FREEWRITE	=	50 points
QUIZZES	=	50 points
COLOR WHEEL	=	100 points
MIDTERM EXAM	=	100 points
PROJECT	=	100 Designer Press Release
PAPER	=	100 Design Principles Paper
RESUME/COV	=	50 points Professional Resume/Cover Letter
FINAL	=	50 points (completed retail portfolio)
FINAL EXAM	=	<u>100 points</u>
TOTAL	=	**880 points**

GRADE	POINTS	PERCENTAGE
A	675 plus	90- 100%
B+	637.5-674	85 - 89%
B	600-637	80 – 84%
C+	562.5-599	75 - 79%
C	525-562	70 – 74%
D	450-524	60 - 69%
F	0 - 449	0 - 64%

Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points. The total possible points are 880. A student's score is converted into a percentage and grade will be assigned using the scale listed below. *Excessive absence/lateness can affect grade average by lowering it by 10%.*

CREDIT HOUR ASSIGNMENT POLICY:
Course work performed outside of the classroom (such as reading, studying, writing papers, doing projects or receiving tutoring) is critical to academic success. **While the time requirements for individual students may vary somewhat, a general rule of thumb is that students should spend about two hours outside the classroom for every hour required in it.**

E-PORTFOLIOS/OPEN LAB:
CUNY-College of Technology asks all students to participate in building a program-long e-Portfolio of the work that they complete while taking classes at the College. Through a process of *collect, select, reflect, and connect,* students learn to judge the quality of their own work, speak about their learning, and present evidence of their current knowledge and skills. College faculty will assist with this process by recommending that you store at least one significant piece of work from each course in your Blackboard content collection. For more information, see the **"ePortfolios at CUNY-College Technology" organization** in Blackboard.

MIDTERM REPORTS:
All students will be notified through their CUNY- College of Technology e-mail accounts and/or posted on Blackboard about their progress in this course.

COMPLIANCE WITH AMERICAN DISABILITIES ACT:

Any student who seeks a reasonable accommodation of a disability with respect to an academic matter should obtain a CUNY City Tech College Request for Accommodation of Disability Form, as soon as the need becomes apparent, from one of the ADA Coordinators. The ADA Coordinators can be reached in person or by phone at:

Room A-237 Student Support Services.
Phone # 1.718. 260.5143
Fax: # 1.718. 254-8539

Course Schedule

The following is a schedule of topics that will guide the course. How much time is spent on each topic will depend on student's interest and involvement therefore, students will need to be flexible in terms of timing their reading of the assigned materials.

Note: readings listed are tentative, and may be changed based on specific course focus.

Week	Topic	Assigned Reading
Aug. 27, 29	Overview of Visual Merchandising What is Visual Display? Retail Visual Displays Stopper or Walk–By? Bell's Approach & SCAMPER Model	Chapter 1
Sept. 5, 6	What is Visual Merchandising ? Industry Trends	Chapter 2
Sept. 12, 17	Core Design Strategies Design Elements and Principles Color Wheel/Color Analyses Project *Please bring colored pencil/watercolor, plain white paper to class*	Chapter 3
Sept. 24, 26	Window Display Construction Store Interiors & Fixtures An Introduction to www.floorplanner.com	Chapter 4
Oct. 1, 3	Wall Set Ups Understanding Planograms	Chapter 5
Oct. 10	Communicating through Signage	Chapter 8

*Color Projects DUE

Oct. 15, 17   Talk on visiting the MET
                     Assignment*: Elements of Design Comparison Paper*

   *Please bring a camera with you to the MET to prepare for visual display portfolio.

Oct. 22, 24   Light and Lighting   Chapter 9
                     The Selling Floor & Display Areas
                     Midterm review

Oct. 29   **MIDTERM EXAM**

Oct. 31   Fashion Apparel and Accessories Coordination   Chapter 6

Nov. 5, 7   Visual Promotions
                     Intro. Press Release Project
                     Videos*: F/W 2018 Fashion Shows*
                     *Elements of Design Comparison Paper Due

Nov. 12, 14   Types of Displays and Display Settings   Chapter 11
                 The Exterior of the Store
                     In-class Group assignment

Nov. 19   Mannequins   Chapter 13
                     Alternatives to Mannequins
                     Video: Short Documentary on the History of the Mannequin

Nov. 21   *Interview/Portfolio/Resume/Cover Letter Directions*
                     *Press Release Projects Due   Chapter 15

Nov. 26, 28   *Portfolio Interviews Preparation*
                     *Résumé/Cover Letter Due

Dec. 3, 5, 10   Wrap Up and ***Portfolio Interviews***
                      Final exam review

Dec. 19   **FINAL EXAM**

Assignment #1 for Portfolio

Visual Merchandising Color Wheel Assignments

Color Theory, completed assignments, due date: March 8th

1. Create an original color wheel. Mix all of the colors by yourself. The 12 colors may be in any shape you wish as long as they cover the primary, secondary and intermediate color groups on the color wheel. It is suggested that you color/paint the colors in whatever size/design you choose then cut them into whatever interesting shapes you select and mount them on a fresh sheet of paper stock (no construction paper) to make the wheel your "very own" creation. In the past students have used hearts, squares, and circles, shirts, shoes to create their wheel.

2. Choose a hue from the color wheel (primary or secondary) then paint/color matching swatches and form your own color triangle.

3. Monochromatic color chart: select a hue (not the same as the one in number 2) and paint/ color a <u>2 inch by 1 inch</u> swatch, and place it at the "purest hue" spot on the chroma/value chart. Complete the chart with *at least* 4 tints, tones, and shades of your hue.

4. Hand-mixed brown chart: paint five <u>2 inch by 2 inch</u> swatches of browns, labeling each with the specific colors you mixed to reach the tone. Many paint/coloring mixtures will produce brown colorings.

*I know that each person's experience with visual arts is varied, so this assignment will be graded on neatness, creativity, ability to follow directions and ability to match colors. Please have fun with this!

<u>BIBLIOGRAPHY:</u>

Bell, Judith A. <u>Silent Selling: Best Practices and Effective Strategies in Visual Merchandising</u>. New York: Fairchild Publications, 2001.
    (GMT/ MDL/ NYC/ 667.068 BEL)
Benbow-Pfalzgraf and Richard Martin, eds. <u>Contemporary Fashion</u> . 2nd Ed. Detroit: St. James Press, 2002.
    (BGN/ GMT/ MDL/ NYC/ NWK/ WST/ REF 746.9 CON)
Black, Sandy, ed. <u>Fashioning Fabrics: Contemporary Textiles in Fashion</u>. London, Black Dog, 2006. (WST 746.92 FAS)
Braddock, Sarah and Marie O'Mahony. <u>Techno Textiles 2</u>, rev. ed. London: Thames &   Hudson, 2005. (GMT 677.0283 BRA)
Elsasser, Virginia H. <u>Textiles: Concepts and Principles</u>, 2nd ed. New York: Fairchild,   2005. (GMT 677 ELS)
Gale, Colin. <u>Fashion and Textiles: An Overview</u>. New York: Berg, 2004.
     (GMT/MDL   746.9 GAL, NYC/NWK 338.4 GAL)
Gigi Ekstrom, Margaret. <u>Fashion Marketing</u>. New York: McGraw Hill/Glencoe, 2006.
    (MDL 687.068 EKS)
Goworek, Helen. <u>Careers in Fashion and Textiles</u>. Ames, IA: Blackwell Pub., 2006.

(GMT 746.9 GOW/ WST REF 746.9 GOW)

Laver, James. Costume and Fashion: A Concise History. New York: Thames & Hudson, 2002. (BGN 391.009 LAV, MDL/WST REF 391.009 LAV)

Mauro, Lucia and Kathy Siebel. Careers for Fashion Plates & Other Trendsetters. Blacklick, OH: McGraw Hill, 2002. (MDL.NYC/WST 746.92 MAU)

Rosenau, Jeremy A. and David Wilson. Apparel Merchandising: The Line Starts Here. New York: Fairchild Publications, 2001. (GMT 687 ROS)

Steele, Valerie. Fifty Years of Fashion: New Look to Now. New Haven: Yale University Press, 2006. (BGN 391.00973 STE)

Tortora, Phyllis G. Understanding Textiles, 6th ed. Upper Saddle River, NJ: Prentice Hall, 2000. (BGN REF 677 TOR/ MDL RES 677 TOR/ NYC 677 TOR)

Yeager, Jan. Textiles for Residential and Commercial Interiors, 2nd ed. New York: Fairchild, 2000. (BGN 747.5 TEA)

Trade and Consumer Publications:
VM&SD: Visual Merchandising & Store Design
Women's Wear Daily
Daily News Record