



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

## **BUF 2203 VISUAL MERCHANDISING**

Writing Intensive Course

Prerequisites: BUF 1101, MKT 1103 or (MKT 1100 & MKT 1102)

**Credits:** 3

**INSTRUCTOR:**

**Faculty Office:**

**Office Hours:**

**Office Phone:**

**E-mail:**

Meeting Date/ Time:

Room:

**COURSE DESCRIPTION:**

An exploration of visual merchandising through the consideration of product presentation in the retail environment. Investigates 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. Continues the development of student’s Retail Marketing e-Portfolios in Open Lab.

**LEARNING OUTCOMES:**

Analyze the psychological effects that color, harmony, texture, line, composition and lighting have on the consumer.	Class discussion, examinations, and <i>Elements of Design</i> paper
Describe the different elements used in design, and then apply the Elements of Design to visual display and styling	Class discussion, examinations, and <i>Elements of Design</i> paper
Use <b>Scamper and Bell methodologies</b> , evaluate various displays in department store, specialty, luxury store, and boutiques for their effectiveness	Class discussion and analyses of visual displays, <i>Samper &amp; Bell Visual Display Paper</i>
Write an analytical paper that contrasts contemporary art to a contemporary window display	<i>Elements of Design</i> paper

Write a Press Release for a contemporary designer using descriptive jargon	<i>Contemporary Press Release</i>
Write a resume and cover letter for a specific job posting in the fashion industry	Class discussion and examinations
Extend & develop their Retail Marketing e-Portfolio and use for mock interview	Course work & Open Lab site, Final assessment of mock interview with e-portfolio

#### **GENERAL EDUCATION LEARNING OUTCOMES**

Recognize how business is effected by social and cultural fashion trends	Class Discussion, homework <i>Scamper and Bell Visual Display Paper</i> , <i>Designer Press Release</i>
Derive meaning from experience, as well as gather information from observation	Homework assignments, <i>Designer Press Release</i> , museum and retail store visual field trips
Understand portfolio development and its appropriate use	Home assignments, term papers, resume & cover letter development, and Open Lab e-portfolio

#### **ASSESSMENT AND GRADING:**

Grading and add/drop policies are in accordance with University policies. Students need to submit assignments *on or before the due date*.

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 500. Two hundred points can be earned through examinations and 100 points through quizzes. A student's score is converted into a percentage and grade will be assigned using the scale listed below.

#### **GRADING:**

Class Participation	10% added to final average
Scamper and Bell	50
Color Assignments (5)	100 (20 each)
Midterm Exam	100
Designer press Release Project	200
Design Principles Paper	100
Quizzes/Homework (5)	100 (20 each)
Resume/Cover Letter	50
Portfolio Development	100
Final Interview	100
<b>TOTAL POINTS</b>	<b>750</b>

GRADE	POINTS	PERCENTAGE
A	675 plus	90- 100%
B+	637.5-674	85 – 89.9%
B	600-637	80 – 84.9%
C+	562.5-599	75 – 79.9%
C	525-562	70 – 74.9%
D	450-524	60 - 69.9%
F	0 - 449	0 – 59.9%

### RECOMMENDED TEXTBOOK:

Diamond, Jay. *Contemporary Visual Merchandising and Environmental Design*. 5<sup>th</sup> ed. Upper Saddle River, NJ: Pearson Prentice-Hall, 2010. *This text is available in hard copy and as an e-text.*

### COURSE POLICIES AND PROCEDURES:

**This is a writing intensive course.** At least 65% of your assignments and exams will be written. All assignments and exams will be *graded for grammar, spelling, and other components of good writing technique, as well as content.* All written assignments must be computer generated.

### Guidelines for Written Assignments:

All papers **MUST** be typed. A page is the equivalent of a 1.5 line-spaced 8.5 x 11-inch paper with one-inch margins using 12- point type. Follow the page length guidelines for each assignment and number each page. All work **MUST** contain the student name(s) and email address(es), the course name and number, the date the assignment is *submitted*, and the name of the assignment.

Effective writing helps clarify ideas and communicate those ideas to others. Be organized, clear, and succinct. Grammar, punctuation, style, and spelling count. Write in college-level American English that is appropriate to the business community.

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.

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.**

**PARTICIPATION:**

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 NOT 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.

**IN-CLASS LEARNING ASSIGNMENTS AND QUIZZES**

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) need to contact the instructor prior to missing the quiz.

**In a case of an emergency, you may submit your assignment the following day or once a week courses may e-mail your assignment to me prior the start of the class to get full credit. Documentation on Professional Letterhead of the emergency will be expected.**

Coming late to class does not constitute an emergency.

**COLLEGE POLICIES (ACADEMIC INTEGRITY, ADA, RESOURCES):**

See attached document

**SCHEDULE OF TOPICS:**

WEEK	TOPIC	ASSIGNMENT
1	Introduction Overview of Visual Merchandising	Chapter 1, 7
2	What is Visual Display? Retail Visual Displays Stopper or Walk –By? Bell's Approach & SCAMPER Model  Bring a plain-colored cloth or scarf-like material Please bring colored pencils/ crayons to class	
3	Color and Texture Design Elements and Principles	Chapter 9 Color Wheel/ Color Analyses

	<i>Open Lab /E-portfolio</i>	Project <i>Individual Color Analyses</i>
4	Principles of Design Line and Composition of Visual Display	Color Projects Due
5	<i>Field Trip:</i> (example: <i>Fashion Institute of Technology (FIT)</i> <i>Special Exhibitions Gallery</i> )	<i>Design Principles Assignment</i>
6	Light and Lighting The Selling Floor & Display Areas  Retail Display Settings Types of Visual Display Windows	Chapter 10
7	Review Portfolio Assignments (Color Wheel, Principles of Design) Midterm Examination	
8-9	Visual Promotions <i>Intro. Press Release Project</i>  <i>Videos: Dolce &amp; Gabanna, I. Mizrahi, BEBE</i> <i>Ralph Lauren Collection</i>	
10-11	Elements of Design in Fashion Show Critique <i>Analyses of Fashion Show in Relation to</i> <i>Public Display</i>	
12-13	Refining the Portfolio/e-portfolio Visual Merchandising Careers Cover Letters/Résumés	Press Release Projects Due
14	Wrap up and review	<i>Portfolio Requirements and</i> <i>Directions</i> <i>Résumé/Cover Letter</i> <i>Portfolio Interviews</i>
15	Final Exam review and final exam	

#### **BIBLIOGRAPHY:**

Bell, Judith A. *Silent Selling: Best Practices and Effective Strategies in Visual Merchandising*. New York: Fairchild Publications, 2001.

Benbow-Pfalzgraf and Richard Martin, eds. *Contemporary Fashion*. 2<sup>nd</sup> Ed. Detroit: St. James Press, 2002.

Black, Sandy, ed. *Fashioning Fabrics: Contemporary Textiles in Fashion*. London, Black Dog, 2006.

Braddock, Sarah and Marie O'Mahony. *Techno Textiles 2*, rev. ed. London: Thames & Hudson, 2005.

Elsasser, Virginia H. *Textiles: Concepts and Principles*, 2<sup>nd</sup> ed. New York: Fairchild, 2005.

Gale, Colin. *Fashion and Textiles: An Overview*. New York: Berg, 2004.

Gigi Ekstrom, Margaret. *Fashion Marketing*. New York: McGraw Hill/Glencoe, 2006.

Goworek, Helen. *Careers in Fashion and Textiles*. Ames, IA: Blackwell Pub., 2006.

Laver, James. *Costume and Fashion: A Concise History*. New York: Thames & Hudson, 2002.

Mauro, Lucia and Kathy Siebel. *Careers for Fashion Plates & Other Trendsetters*. Blacklick, OH: McGraw Hill, 2002.

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

Rosenau, Jeremy A. and David Wilson. *Apparel Merchandising: The Line Starts Here*. New York: Fairchild Publications, 2001.

Steele, Valerie. *Fifty Years of Fashion: New Look to Now*. New Haven: Yale University Press, 2006.

Tortora, Phyllis G. *Understanding Textiles*, 6<sup>th</sup> ed. Upper Saddle River, NJ: Prentice Hall, 2000.

Yeager, Jan. *Textiles for Residential and Commercial Interiors*, 2<sup>nd</sup> ed. New York: Fairchild, 2000.