



**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: Professor Devon Jackson

Office Hours: Tuesdays (3:00 - 4:00PM) By Scheduled Appointment Only

Thursday: 2:30PM – 5:00 PM

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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.

LEARNING OUTCOMES:

Analyze the psychological effects that color, harmony, texture, line, composition and lighting have on the consumer.	Class discussion, examinations, and Elements of Design paper
Describe the different elements used in design, and then apply the Elements of Design to visual display and styling	Class discussion, examinations, and Elements of Design paper

Use Scamper and Bell methodologies , evaluate various displays in department store, specialty, luxury store, and boutiques for their effectiveness	Class discussion and analyses of visual displays, Samper & Bell Visual Display Paper
Write an analytical paper that contrasts contemporary art to a contemporary window display	Elements of Design paper

Write a Press Release for a contemporary designer using descriptive jargon	Contemporary Press Release
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 affected by social and cultural fashion trends	Class Discussion, homework Scamper and Bell Visual Display Paper, Designer Press Release
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Derive meaning from experience, as well as gather information from observation	Homework assignments, Designer Press Release, 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.

- *Assignments, Quizzes/Exams, Term Projects, Midterm/Final Exam are to be uploaded and submitted via blackboard, only.*

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 700. Scores are converted into a percentage and grade will be assigned using the scale listed below.

GRADING:

Class Participation	100
ASSIGNMENTS	100 points (20 points each)
Midterm Exam	100
PRESS RELEASE PROJECT	100 Designer Press Release
ELEMENTS PAPER	100 Design Principles Paper

QUIZZES	50
RESUME/COV	50 points Professional Resume/Cover Letter
FINAL INTERVIEW	100
TOTAL POINTS	700

GRADE	PERCENTAGE
A	90- 100%
B+	85 – 89.9%
B	80 – 84.9%
C+	75 – 79.9%
C	70 – 74.9%
D	60 - 69.9%
F	0 – 59.9%

RECOMMENDED TEXTBOOK:

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Diamond, Jay. Contemporary Visual Merchandising and Environmental Design. 5th 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 work must follow *APA format for documentation, including in-text citations*. All papers must be in 12 pt. New Times Roman, double spaced. Separate segments with headings should be shown. Evaluation of the research project will be on quality of content, quality of language, punctuation, grammar overall effectiveness and conclusions. An oral presentation of the term project must be made to the class.

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 acknowledgment 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. Attending ZOOM meetings 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 ZOOM class regularly.** If you aren't here, you can't learn.
- **Participating in discussion board post**

COURSE POLICIES AND PROCEDURES:

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, while the quiz is in session during the scheduled time, you will be marked as late and will result in a **0** for the quiz unless lateness or absence is recognized by City Tech policy. ***There are no make-ups on tests/quizzes.***

Students who miss any quiz for reasons that are recognized by CUNY City Tech (e.g., documented family emergencies, documented illness and the like) need to contact the instructor prior to missing the quiz.

There are two exams scheduled during the semester: a **comprehensive midterm** and a **final exam** which will be given during final week. ***There are late nor no make-up exams accepted.*** 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.

NO LATE WORK POLICY:

Assignments and projects are to be submitted on or before given due date and time via Blackboard. **NO LATE work will be accepted.** Assignments delivered to the Faculty Office will *not* be accepted.

TECHNOLOGY AND CELL PHONE POLICY:

Attendance will be recorded at the beginning and end of EACH Zoom/Class meeting. ***Students will be docked participation points for each lateness and/or absence.*** Every absence will result in minus (-10) participation points, lateness results in minus (-5) participation points.

Students are required to use technology respectfully and responsibly during classroom hours. Zoom mics are to be muted during lecture unless there is a question for group discussion. There will be opportunity to discuss private matters at the beginning and end of each Zoom session. Cell phones are prohibited during classroom hours. Notes are allowed to be taken on notepad, lap top or approved tablets.

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.

SCHEDULE OF TOPICS:

WEEK	TOPIC	ASSIGNMENT
1	Introduction Overview of Visual Merchandising	
2	What is Visual Display? Retail Visual Displays Stopper or Walk –By? Bell’s Approach & SCAMPER Model <i>Louis Vuitton Window Display</i>	Chapter 1: Creative Thinking: Getting “Outside the Box” <u>Key Terminology and Ideas</u> <ul style="list-style-type: none"> • SCAMPER MODEL exercise • Bell Approach Exercise • Cross Merchandising • Trend Spotting

3	Visual Merchandising Supports Sales	<p>Chapter 2: Visual Merchandising Support</p> <p><u>Key Terminology and Ideas</u></p> <ul style="list-style-type: none">• Target Market• Promotional Mix• Atmospheric• Brand Image• Stages in consumer information processing• Color As A Merchandising Strategy
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4	Color and Texture Design Elements and Principles	<p>Chapter 3 Color Wheel/ Color Analyses</p> <p><u>Key Terminology and Ideas</u></p> <ul style="list-style-type: none"> • Primary Colors • Secondary Colors • Tertiary Colors • Shade • Tints • Value • Hue • Intensity
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5	Creating Retail Atmosphere	<p>Chapter 4: Store Layouts/Layouts within Selling Departments</p> <p>Chapters 1-3 Recap</p>
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6	<p align="center"><i>COLOR WHEEL PROJECT</i></p> <p align="center"><i>Instructions available via Blackboard</i></p>	<p><i>Independent Work Study</i></p> <p>Students will express knowledge of color theory by creating an original color wheel. The color wheel includes shape and created 12 colors that are correctly ordered and labeled. Additionally, students will create color displays of primary AND secondary colors.</p> <ul style="list-style-type: none"> A. Original Color Wheel (include shape & Created 12 colors, correctly ordered) (20) _____ B. Triangle of Primary/Secondary Colors (5) _____ C. Monochromatic Brown (20) _____ D. Monochromatic Color (20) _____ E. Nature Scene (20) _____ <p>Spelling, Followed Directions, Professional and Creative Digital Presentation (15)</p>
7	<p align="center">..</p> <p align="center">Color Projects and Presentations Due</p>	<p align="center">..</p> <p align="center">■ .Color Projects and Presentations</p>

8	The Metropolitan Museum of Art Midterm Review	Elements of Art and Design Midterm Review
9	Midterm Exam	Midterm EXAM
10	Visual Promotions Intro. Press Release Assignment	Visual Promotions Intro. Press Release Assignment
11	Retail Case Study	Retail Case Study
12	Elements of Design in Fashion Show Critique <i>Analyses of Fashion Show in Relation to Public Display</i>	Elements of Design in Fashion Show Critique <i>Analyses of Fashion Show in Relation to Public Display</i>
13	Introduction to the Portfolio/e-portfolio Visual Merchandising Careers Cover Letters/Résumés	Portfolio Requirements and Directions Résumé/Cover Letter Portfolio Interviews

14	E-Portfolio Work Study Session	Portfolio Requirements and Directions Résumé/Cover Letter Portfolio Interviews
15	Final Exam	Resume and Cover Letters DUE

BIBLIOGRAPHY:

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

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Benbow-Pfalzgraf and Richard Martin, eds. *Contemporary Fashion*. 2nd 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:

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Thames & Hudson, 2005. Elsasser, Virginia H. *Textiles: Concepts and Principles*, 2nd ed. New York: Fairchild, 2005.

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*, 6th ed. Upper Saddle River, NJ: Prentice Hall, 2000.

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