



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: By Scheduled Appointment Only
MoWe: 7:30PM – 8:45PM
E-mail: djackson@citytech.cuny.edu

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 effected by social and cultural fashion trends	Class Discussion, homework Scamper and Bell Visual Display Paper , Designer Press Release
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.

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 550. A student's score is converted into a percentage and grade will be assigned using the scale listed below.

GRADING:

Class Participation	100
COLOR ASSIGNS (5)	100 points (20 points each)

Midterm Exam	100
PROJECT	200 Designer Press Release
ELEMENTS PAPER	100 Design Principles Paper
QUIZ/HW (5)	100 points (20 points each)
RESUME/COV	50 points Professional Resume/Cover Letter
FINAL INTERVIEW	100
TOTAL POINTS	750

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%
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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 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.

SCHEDULE OF TOPICS:

WEEK	TOPIC	** ASSIGNMENT
1	Introduction Overview of Visual Merchandising	

2	<p>What is Visual Display? Retail Visual Displays Stopper or Walk –By? Bell’s Approach & SCAMPER Model</p> <p><i>Louis Vuitton Window Display</i></p>	<p>Chapter 1: Creative Thinking: Getting “Outside the Box”</p> <p><u>Key Terminology and Ideas</u></p> <ul style="list-style-type: none"> • SCAMPER MODEL exercise • Bell Approach Exercise • Cross Merchandising • Trend Spotting
3	<p>Visual Merchandising Supports Sales</p>	<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 • Atmospherics • Brand Image • Stages in consumer information processing • Color As A Merchandising Strategy

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>Field Trips: TO BE DISCUSSED</p> <p><i>Fashion Institute of Technology (FIT) Special Exhibitions Gallery:</i></p> <p><i>Seventh Avenue at 27 Street</i></p> <p><i>New York City 10001-5992</i></p> <p><i>217.4558</i></p> <p><i>8pm</i></p> <p><i>Information: 212</i></p> <p><i>Hours : Tues - Fri Noon -</i></p> <p><i>1000 5th Avenue</i> <i>New York, NY 10028</i> <i>(212) 535.7710</i></p>	<p>Design Principles Assignment</p> <p><i>Please bring a camera on the field trip to prepare for visual display portfolio.</i></p> <p><i>Please dress in a professional manner as you are representing City Tech College and the Department Fashion & Technology</i></p>
7	<p>Light and Lighting Chapter 10</p> <p>Display Areas</p> <p>Windows</p> <p>The Selling Floor &</p> <p>Retail Display Settings</p> <p>Types of Visual Display</p>	<p>..</p> <p>Create Your Store Project and Presentations</p> <p>..</p>
8	<p>..</p> <p>Color Projects and Presentations Due</p> <p>..</p>	<p>..</p> <p>Color Projects and Presentations DUE MARCH 26th (150 pts)</p> <p>..</p>

9	<i>Review Portfolio Assignments (Color Wheel, Principles of Design)</i> Prepare for MIDTERM EXAMINATION	Midterm Review
10	Midterm Exam	Midterm Exam Retail Case Study
11	The Metropolitan Museum of Art	Elements of Art and Design
12	Visual Promotions Intro. Press Release Assignment	Visual Promotions Intro. Press Release Assignment
13	Elements of Design in Fashion Show Critique <i>Analyses of Fashion Show in Relation to Public Display</i>	
14	Introduction to the Portfolio/e-portfolio Visual Merchandising Careers Cover Letters/Résumés	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.

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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.