

FASH A119: INTRODUCTION TO DISPLAY AND VISUAL PRESENTATION

Item	Value
Curriculum Committee Approval Date	09/20/2023
Top Code	050960 - Display
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

Course Description

Formerly: DVP A180. Provides an opportunity to learn display and exhibit design for business and museum/gallery. Areas covered include trade show, hard-line product, themed design, space development for store planning, museum exhibition, advertising, and all aspects of visual presentation, to include: windows, point of purchase, websites, and packaging. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Produce a 3D model of a specific retail venue, illustrating continuity of theme through physical appearance, room settings, signage, merchandise, pricing, and website presentation.
2. Design and install window displays for on-campus presentation and retail venue presentation, evaluation and comparison upon completion.

Course Objectives

- 1. Demonstrate the techniques of design and visual presentation and their specific application to marketing.
- 2. Train for beginning jobs in design and visual presentation.
- 3. Effectively use the elements of design (color, shape, texture, line) in displays and communicate how these elements relate to ideas and products.
- 4. Develop displays using the following materials effectively: monofilament, foam core, adhesives, woods, laminates/tapes, seamless papers (backdrops).
- 5. Develop and produce copy for advertising and presentation as it relates to displays.
- 6. Develop in depth analysis of professional opportunities based on the following: trade show display, retail garment display, exhibit design for museums and galleries, store design for malls and promotional activities.
- 7. Develop props for display in showcase windows.
- 8. Design pre-fabricated modular unit fixturing.
- 9. Create a table top or eye level display (point of purchase).
- 10. Determine the most effective advertising approach according to target market, product, and retail venue.

Lecture Content

Principles of Advertising Direct marketing Interactive/Internet marketing Sales promotion Publicity Packaging Visual-graphics and design Merchandising concept of display Product appeal to target market Initial product launch promotion Design principles Balance Proportion Emphasis Rhythm Harmony Design elements Color Shape Texture Line Fashion Displays Mannequins and forms/fixtures Signing Use of themes Lighting Mastering the space problem/floor design Principles of arrangement Grouping of items/Props Effective use of design elements Focus and emphasis Planning and producing window-interior displays ("Silent selling") Types of windows-store-front display venues Originality, self-reliance or imitation of materials Design and construction of window background and fixtures/props Display supplies and tools Display archives History and development Display construction Design elements The Display calendar Budget Planning Record keeping Research job market in visual design and display Field trips to retail venues and resources Professional organization Trade journals and periodicals Websites and online resources

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

1. Lecture/group discussion 2. Instructor feedback 3. Demonstration of tools and materials 4. Problem solving assignments 5. Field trips and guest lecturers 6. Community service

Reading Assignments

Readings provided by instructor related to history of retail display and current industry standards. 1-2 hours per week.

Writing Assignments

A series of critiques of displays the student sees in their own community in writing and based on the three criteria listed under student evaluation. 2-3 hours per week.

Out-of-class Assignments

Applied display design demonstrating proficiency through concept, development, design development, and production. 2-3 hours per week.

Demonstration of Critical Thinking

1. Based on specific criteria, which includes creative use of materials, craftsmanship, and communication of product or idea, the student utilizes these tools to evaluate the visual presentations. 2. Oral critiques of weekly design assignments 3. Written paper evaluating on-site professional displays 4. Model making

Required Writing, Problem Solving, Skills Demonstration

1. A series of critiques of displays the student sees in their own community in writing and based on the three criteria listed under student evaluation 2. Applied display design demonstrating proficiency through concept, development, design development, and production

Eligible Disciplines

Art: Masters degree in fine arts, art, or art history OR bachelors degree in any of the above AND masters degree in humanities OR the equivalent.

Note: “masters degree in fine arts” as used here refers to any masters degree in the subject matter of fine arts, which is defined to include visual studio arts such as drawing, painting, sculpture, printmaking, ceramics, textiles, and metal and jewelry art; and also, art education and art therapy. It does not refer to the “Master of Fine Arts” (MFA) degree when that degree is based on specialization in performing arts or dance, film, video, photography, creative writing, or other non-plastic arts. Masters degree required. Fashion and related technologies (merchandising, design, production): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Interior design: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Pegler, Martin M., and Kong, Anne.. Visual Merchandising Display, 7th ed. India: Bloomsbury Academic, 2018 Rationale: text features theory and application of visual merchandising and display strategies.