**Instructor:**
Leisha M. Bridwell, MFA, RID, IDEC

**Course Time:**
Online: D2L

**Course Location:**
Online: D2L

**Office:**
HMS South 102B

**Office Hours:**
M: 10:00 – 11:30 PM; 1:30 – 2:00 PM
T: 9:30 – 11:00 AM;
W: 10:00 – 11:30 AM;
Additional times available by appointment.

**Phone:**
Office (936) 468-2371

**Other Contact Information:**
HMS Office (936) 468-4502
HMS Office Fax (936) 468-2140

**Course Credits:**
3 hours

**Email:**
For course related issues, please use the e-mail feature in D2L

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**Prerequisites:** Departmental Approval; Senior Standing

**I. Course Description:**
Individualize instruction (3 credit hours)

**II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):**

The mission of the College of Education is to prepare competent, successful, caring, and enthusiastic professionals dedicated to responsible service, leadership and continued professional and intellectual development.

In the College of Education at Stephen F. Austin State University, we value and are committed to:

- Academic excellence through critical, reflective and creative thinking
- Life-long learning
- Collaboration and shared decision making
- Openness to new ideas, culturally diverse people and innovation and change
- Integrity, responsibility, diligence, and ethical behavior, and
- Service that enriches the community.

This course enhances student learning in the area of visual display in the Interior Merchandising Program in the School of Human Sciences.

**Program Learning Outcomes**

“This is a general education core curriculum course and no specific program learning outcomes for this major are addressed in this course.”

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**Student Learning Outcomes**
Upon successful completion of the course, the student will:

- Further develop knowledge and deepen understanding of elements and principles and their importance to visual displays
- Apply knowledge of elements and principles in designing and implementing merchandising displays.
- Gain awareness of unique and trendy merchandising techniques
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- Further develop skills in planning and implementing merchandising displays through a variety of home products, furniture, accessories and textiles.
- Utilize team concepts to arrive at creative design solutions.
- Hands-on creation of a variety of displays in various retail spaces.
- Use cross-merchandising techniques in design displays

Course Objectives:

III. Course Assignments, Activities, Instructional Strategies, use of Technology:
Course Assignments/Activities include: in-class and out-of-class assignments and quizzes (may be announced or unannounced), elements and principles activities, research of display techniques, and creative displays. Instructional Strategies may include: lectures, class discussions, videos, group participation, field trips, and guest speakers. Use of Technology may include: WebCT, internet assignments, and word processing.

IV. Evaluation and Assessments (Grading):

Digital Photo journal of weekly display activities. Explanations of displays will address the elements and principles incorporated.  

Final Exam: PowerPoint presentation of Visual Displays (PLO 3: Assessment 2)  

Weekly attendance is mandatory to successful completion of this course.  (10 X 12 weeks)  

Total points (420 points)  

Grading Scale: 420 - 378 = A; 336 - 377 = B; 335 - 294 = C; 252 - 293 = D; 251 – 0 = F

V. Tentative Course Outline/Calendar: The dates below are tentative. Students will email instructor with a list of times that they can meet.

Week 1
Meet with students to discuss course requirements and expectations. Review merchandising strategies and techniques.

Week 2
Class tour of the 3 retail stores where students will do service learning in the area of visual displays.

Week 3 - 14
Students begin assignments with area merchants. Students will complete 4 hours of work with a merchant. Students will document displays before and after
completion to create a photo journal of their work.

Finals Week (TBD) Final Exam: Visual Display Power Point Presentation (LiveText requirement—PLO 3: Assessment 2)

VI. Readings (Required): None

Supplemental Readings:

LiveText Statement:
This course collects assessments for students who are Perkins College of Education majors (undergraduate, graduate, and doctoral) or majors in other colleges seeking educator certification through the Perkins College of Education, using the LiveText data management system. Students who do not have an existing LiveText account will receive an access code via your SFA Titan email within the first week of class. You will be required to register your LiveText account, and you will be notified how to register your account. If you forward your SFA e-mail to another account and do not receive an e-mail concerning LiveText registration, please be sure to check your junk mail folder and your spam filter for these e-mails. If you have questions about LiveText, call ext. 1267 or e-mail SFALiveText@sfasu.edu.

VII. Course Evaluations:

Include a statement about the importance of course evaluations, the process, and if the instructor allows, outline how the students will be rewarded/recognized for completing the survey, i.e. extra points.

Possible statement to use:

"Near the conclusion of each semester, students in the Perkins College of Education electronically evaluate courses taken within the PCOE. Evaluation data is used for a variety of important purposes including:
1. Course and program improvement, planning, and accreditation;
2. Instruction evaluation purposes; and
3. Making decisions on faculty tenure, promotion, pay, and retention.
As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the PCOE faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!"

In the Perkins College of Education, the course evaluation process has been simplified and is completed electronically through MySFA. Although the instructor will be able to view the names of students who complete the survey, all ratings and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.

VIII. Student Ethics and Other Policy Information: Found at https://www.sfasu.edu/policies
Class Attendance and Excused Absence: Policy 6.7

Regular, punctual attendance, documented participation, and, if indicated in the syllabus, submission of completed assignments are expected at all classes, laboratories, and other activities for which the student is registered. Based on university policy, failure of students to adhere to these requirements shall influence the course grade, financial assistance, and/or enrollment status. The instructor shall maintain an accurate record of each student’s attendance and participation as well as note this information in required reports and in determining final grades. Students may be excused from attendance for reasons such as health, family emergencies, or student participation in approved university-sponsored events. However, students are responsible for notifying their instructors in advance, when possible, for excusable absences.

Academic Accommodation for Students with Disabilities: Policy 6.1 and 6.6

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilitiyservices/.

Student Academic Dishonesty: Policy 4.1

Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:
- using or attempting to use unauthorized materials on any class assignment or exam;
- falsifying or inventing of any information, including citations, on an assignment; and/or;
- helping or attempting to help another in an act of cheating or plagiarism.

Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to:
- submitting an assignment as one’s own work when it is at least partly the work of another person;
- submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or,
- incorporating the words or ideas of an author into one’s paper or presentation without giving the author credit.

Penalties for Academic Dishonesty
Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university.

Student Appeals
A student who wishes to appeal decisions related to academic dishonesty should follow procedures outlined in Academic Appeals by Students (6.3).

Withheld Grades: Policy 5.5
At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy [i.e., Active Military Service (6.14)]. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**Student Code of Conduct: Policy 10.4**

Classroom behavior should not interfere with the instructor's ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare: Early Alert Program at SFA. Information regarding the iCare program is found at [https://www.sfasu.edu/judicial/earlyalert.asp](https://www.sfasu.edu/judicial/earlyalert.asp) or call the office at 936-468-2703.

**IX. Other Relevant Course Information:**