School of Human Sciences  
HMS 343.001: Visual Merchandising  
Fall 2018

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

**Course Time:**  
TR: 2:00 – 3:15

**Prerequisites:**

**Office:**  
HMS South, Room 102B

**Course Location:**  
EDAN 123

**Office Hours:**  
M 1:00 – 2:30 virtual hours  
W 10:45 – 12:15  
TR 10:45 – 11:45  
Other times by appointment only

**Phone:**  
Office (936) 468-2371  
HMS Office: (936) 468-4502

**Credits:**  
3 hours

**Email:**  
For course related issues, please use the e-mail feature in Desire2Learn in MyCourses

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**I. Course Description:**

Techniques for visual presentation of merchandise used to maximize product sales potential, focus is on display, merchandising a sales area, space utilization, lighting, tools, and equipment.

Students will study the following:

1. function of display and interrelationship with merchandising industry  
2. planning and budgeting for visual merchandising  
3. types of display windows, both interior and exterior, and other locations for display  
4. principles and elements of design in visual merchandising  
5. types of displays  
6. lighting  
7. merchandise presentation in the fashion/interior retail environment  
8. related trade associations and resources  
9. careers in visual merchandising

**II. Intended Learning Outcomes/Goals/Objectives:**

Faculty, staff, alumni and students of Stephen F. Austin State University believe in doing things "The SFA Way," by expecting the best from ourselves and from each other. We hold each other accountable when we fail to maintain these standards. Five "root principles" upon which the SFA Way are grounded, and that the members of the SFA community use to strive for personal excellence in all that we do are: respect, caring, responsibility, unity, and integrity. More information about these principles can be found at [http://www.sfasu.edu/universityaffairs/182.asp](http://www.sfasu.edu/universityaffairs/182.asp)

The objectives of this course support the **University Vision** to be "a high quality, student-focused, comprehensive university whose graduates are productive citizens and successful leaders" and the **University Mission** to "provide students a foundation for success, a passion for learning and a commitment to responsible global citizenship." Understanding the global nature of the fashion industry is particularly important for professionals in fashion merchandising to develop commitment to responsible global citizenship.

The objectives of this course support the **James I. Perkins College of Education (PCOE) Vision, Mission, Goals and Core Values** to "prepare competent, successful, caring, and enthusiastic professionals dedicated to responsible service, leadership and continued professional and intellectual development." The PCOE values and goals are: 1) Academic excellence through critical, reflective, and creative thinking, 2) Lifelong learning, 3) Collaboration and shared decision-making, 4) Openness to new ideas, to cultural diverse people, and to innovation and change, 5) Integrity, responsibility, diligence, and ethical behavior, and 6) Service that enriches the community.

Student learning outcomes for merchandising courses are aligned with **International Textiles and Apparel Association (ITAA) Four-Year Baccalaureate Program Meta-Goals**—Industry Processes; Appearance and Human Behavior; Aesthetics and the Design Process; Global Interdependence; Ethics,
Social Responsibility; Critical, Creative, and Quantitative Thinking; and Professional Development.

This course supports Merchandising Program Learning Outcomes (PLOs) listed below:

- The student will display the professional dispositions (academic excellence, life-long learning, collaboration, openess, integrity and service) relative to the field of Human Sciences.
- The student will exhibit the professional behavior (strong communication skills, a professional image, a good work ethic and adequate preparation for employment in his/her specific discipline) expected in the field of Human Sciences.
- The student will demonstrate competence in his/her specific discipline (using oral and written forms.).
- The student will know the global issues facing merchandising.

This course supports Merchandising Student Learning Outcomes (SLOs) listed below:
1. Investigate the role of visual merchandising.
2. Define and properly use visual merchandising terminology.
3. Describe the components of a display.
4. Analyze and evaluate various types of displays.
5. Relate the elements and principles of design to display functions and apply them to visual merchandising.
6. Develop knowledge of lighting techniques appropriate for visual merchandising.
7. Research about the variety and use of visual merchandising forms and props.
8. Evaluate guidelines for effective space utilization.

III. Course Assignments, Activities, Instructional Strategies, use of Technology:

Instructional techniques include:
1. 2 Chapter Test (total of 200 pts.)
   **Test 1:** Chapter 1 – 8, 16, 18, 22
   - Color & Texture
   - Line & Composition
   - Lighting
   - Types of Displays
   - Window Construction
   - Interior/Exterior of store
   - Display Construction
   - Attention Getting Devices
   - Masking and Proscenia
   - Signage & Graphics
   - Shadow Box Display 100 pts.

   **Test 2:** Chapter 12 – 15, 17, 19, 20, 21, 27 & Mannequins
   - Fashion Accessories
   - Mannequins, Mannequin Alternatives
   - Home Furnishings, Hard Goods, Food Display
   - Dressing Fixtures
   - Fixtures & Modular Fixtures
   - Furniture as Props
   - Point-of-Purchase
   - Familiar Symbols
   - Sales Ideas
   - Element Display 100 pts.

2. Final Exam 100 pts.
   - Chapters 1 – 8, 12 – 21, 27 & Mannequins
   - Chapters 23, 25, & 26 (new material)

3. Visual Displays (total of 500 pts.)
   Using the elements and principles of design as related to displays, students will create a:
   - Shadow Box Display 100 pts.
   - Element Display 100 pts.
   - Principle Display 100 pts.
   - Gallery Display 100 pts.
   - Gallery Display 100 pts.

4. PowerPoint Presentation 50 pts.
Research the different types of props used in displays.

**Total Possible Points** 850 pts.

**IV. Evaluation and Assessments (Grading):**
Evaluation and assessment will be assignments and tests listed above. Each student should strive to earn as many points as possible. The semester grade is based on a percentage of points earned.

<table>
<thead>
<tr>
<th>Grade Percentage:</th>
<th>Point Spread:</th>
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<tbody>
<tr>
<td>A – 90% and above</td>
<td>A - 850 - 765</td>
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<tr>
<td>B – 89 – 80%</td>
<td>B - 764 - 680</td>
</tr>
<tr>
<td>C – 79 – 70%</td>
<td>C - 679 - 595</td>
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<tr>
<td>D – 69 – 60%</td>
<td>D - 594 - 510</td>
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<tr>
<td>F – 59% and below</td>
<td>F - 509 and below</td>
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### Tentative Schedule:
*Tentative Course Schedule and Reading Assignments*

<table>
<thead>
<tr>
<th>DATE</th>
<th>Monday</th>
<th>Wednesday</th>
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</thead>
<tbody>
<tr>
<td>Aug 28 – Aug 30</td>
<td>Intro to Course Ch. 1 – Why Do We Display?</td>
<td>Ch. 2 – Color &amp; Texture</td>
</tr>
<tr>
<td>Sept 04 – Sept 06</td>
<td>Ch. 3 – Line &amp; Composition</td>
<td>Ch. 4 – Light &amp; Lighting</td>
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<tr>
<td>Sept 11 – Sept 13</td>
<td>Ch. 5 – Types of Displays &amp; Display Settings</td>
<td>Ch. 6 – Exterior of the Store Ch. 7 – Display Window Construction</td>
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<td>Sept 18– Sept 20</td>
<td>Ch. 8 – Store Interiors Ch. 16 – Attention Getting Devices</td>
<td>Ch. 18 – Masking &amp; Proscenia Ch. 22 – Signage &amp; Graphics TEST 1: Chapters 1 – 8, 16, 18, 22 (online) <em>Plan Shadow Box Display</em></td>
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<tr>
<td>Sept 25– Sept 27</td>
<td>Shadow Box Display</td>
<td>Shadow Box Display</td>
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<tr>
<td>Oct 02 – Oct 04</td>
<td>Ch. 15 – Furniture as Props</td>
<td>Ch. 17 – Familiar Symbols Ch. 19 – Sale Ideas</td>
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<td>Oct 09 – Oct 11</td>
<td>Gallery Display</td>
<td>Gallery Display</td>
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<tr>
<td>Oct 16 – Oct 18</td>
<td>Ch. 12 – Fixtures</td>
<td>Ch. 13 – Dressing Fixtures Ch. 14 – Modular Fixtures</td>
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<td>Oct 23 – Oct 25</td>
<td>Ch. 20 - Fashion Accessories Ch. 21 - Home Furnishings, Hard Goods &amp; Food Display Ch. 27 – Point-of-Purchase</td>
<td>Test 2: Chapters 12 – 15, 17, 19, 20, 21, 27</td>
</tr>
<tr>
<td>Oct 30 – Nov 01</td>
<td>Element Display</td>
<td>Element Display</td>
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<td>Nov 06 – Nov 8</td>
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<tr>
<td>Nov 13– Nov 15</td>
<td>Creative Display/Principle</td>
<td>Creative Display/Principles</td>
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<tr>
<td>Nov 17 – Nov 25</td>
<td>THANKSGIVING HOLIDAY 🤗</td>
<td>THANKSGIVING HOLIDAY 🤗</td>
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<tr>
<td>Nov 27 – Nov. 29</td>
<td>Ch. 23 – Merchandise Planning Ch. 25 – Store Planning &amp; Design Ch. 26 – Changing Face of Visual</td>
<td>Gallery Display</td>
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<tr>
<td>Dec 04 – Dec 06</td>
<td>Gallery Display</td>
<td>Storage Clean-Up</td>
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<td>Dec 10- 15</td>
<td>FINAL EXAM (online) 1:00 – 3:00</td>
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VI. Required textbook:


LiveText: (NOT UTILIZED IN THIS CLASS)

LiveText data management system to collect critical 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. Students who do not have an existing LiveText account will receive an access code via the SFA email system within the first week of class. You will be required to register your LiveText account, and you will be notified how to do this via email. 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 obtaining or registering your LiveText account, call ext. 1267 or e-mail SFALiveText@sfasu.edu. Once LiveText is activated, if you have technical questions, call ext. 7050 or e-mail livetext@sfasu.edu. Failure to activate the account and/or submit the required assignment(s) within the LiveText system may result in course failure.

VII. Course Evaluations:

Near the conclusion of each semester, students in the College of Education electronically evaluate courses taken within the COE. Evaluation data is used for a variety of important purposes including:

1. Course and program improvement, planning, and accreditation
2. Instruction evaluation purposes
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 COE faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!

In the 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.

Students who complete the on-line evaluation will earn a 3 point bonus.

VIII. Student Ethics and Other Policy Information:

1. 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. Whether absences are excused or unexcused, a student is still responsible for all course content and assignments. Students with accepted excuses may be permitted to make up work for up to three weeks of absences during a semester or one week of a summer term, depending on the nature of the missed work. Make-up work must be completed as soon as possible after returning from an absence.

2. 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/disabilitieservices/.

3. 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).

4. 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.

5. 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 or call the office at 936-468-2703.

IX. Other Relevant Course Information:

1. Regular and punctual attendance is expected at all classes. Punctual attendance means being in a classroom chair at the time class begins. It is very distracting to have students walk in after the class has begun. If you are going to be more than 10 minutes late do not bother coming to class. You will need to get the notes from fellow classmates. If a student has an unexcused absence, you will forfeit any daily grades, handouts and/or class assignments given during that class period. Do not attempt to turn in
Supplemental materials or handouts will only be distributed one time in class - students who are not in attendance cannot receive these at a later time. The course syllabus, course calendar, assignments, mail and grades will be posted on the course page in D2L. Web-directed activities or assignments may substitute for class attendance only on days specified on course calendar, in web-page email, or announced in class. Students are expected check the home page, web mail and course calendar prior to each class and to be prepared for each class meeting by reading the assigned materials.

Please refer to the General Bulletin for excused absences and the required documentation. The only exception to late work being accepted is if the proper documentation is presented to the instructor within two class periods of the return to class.

2. On designated planning, display assemble, and dismantle days, students must be present for all days to participate in the display and receive a grade. The group display will require planning and cooperative work among group members to be completed in a timely manner. All students are expected to do their share of planning, providing props, setting up and dismantling the display and returning to proper storage all equipment. In addition, the expenses of each display are to be shared equally among group members. These factors will be taken into consideration when assigning grades.

3. It is the student’s responsibility to come prepared for class. This means reading any materials necessary to participate in class discussions, etc. The time that you put into this class will be reflected in the grade you receive. Your course syllabi and schedule are posted to D2L for your convenience. Your instructor may also post assignments and course materials to D2L as well as send class emails. Please make sure that you check D2L frequently.

4. Tests are to be taken on the assigned day. It is imperative that students arrive on time for testing. Anyone showing up after a student has already completed the test will not be allowed to take the test thereby forfeiting their grade. If a student does arrive late, you will only have the remaining class time to complete the test. You will not be allotted extra time. If a student needs to leave the room, the exam must be given to the instructor prior to doing so. Upon returning, the student may continue to take the exam. If a student leaves the exam without doing so, that student forfeits the remainder of the exam.

Serious illness, University sponsored events, or family emergencies are the only exceptions for a test to be missed and documentation for an excused absence is required. The student must contact (by email or phone) the teacher prior to missing a test. If proper documentation is provided, the final exam will count twice and replace the missed exam grade. This will only count for one missing grade.

All hats/caps are to be removed during testing. Please insure that all cell phones, etc. are turned off and put away. All desks are to be cleared of anything other than your scantron and pencil. Aisles are to be kept clear for your fellow classmates. Read testing directions carefully. Make sure to include your name and student ID on your scantron. Failure to do so will result in a 5 point deduction from your exam grade.

Student will need to have a NCS Pearson – Answer Sheet Form NO 30423

5. The Final Exam date and time is set by the university and is not to be changed by faculty. If you have extenuating circumstances and need to take your final exam at a different time, you will need to provide a written reason to the professor two weeks prior to the final. All changes must be approved by the Chair and Dean.

6. To prevent distraction to the teacher and classmates, please turn off cell phones prior to entering the classroom and store them out of sight. Repeat, Out-of-Site!!! Please do not leave the classroom to answer a cell phone, if a student does, they should not return to the classroom. Students violating this policy will be asked to leave the class.

Laptop Computers—Computers may be used in class for class purposes ONLY, except during exams (see exam policy above). Instructor reserves the right to ban computers in the classroom for all students if the privilege is abused by even one student, i.e. students are observed to be using
computers for inappropriate purposes or for purposes unrelated to this class.

7. Eating and drinking of beverages and the use of tobacco is prohibited in all classrooms and instructional laboratories unless otherwise noted by professor.

8. If it becomes necessary to contact students, the teacher will use the titan accounts through MY Courses. Please be certain that you check your e-mail for the class frequently. There may be times when notifications and assignments will be posted through D2L.

Disclaimer: This syllabus represents a "best" plan for this course; however, plans can change when circumstances necessitate change. Any changes to this syllabus will be announced to the class in a timely manner. Your feedback is greatly appreciated to aid in the development of this class for future.