

## **Subject Description Form**

<b>Subject Code</b>	<b>SFT329FB</b>
<b>Subject Title</b>	<b>Fashion Visual Merchandising</b>
<b>Credit Value</b>	<b>3</b>
<b>Level</b>	<b>3</b>
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	Exclusion: ITC3047R Fashion Visual Merchandising
<b>Objectives</b>	The subject studies the factors of effective visual merchandising and analyses the current and future trends of visual merchandising.
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ul style="list-style-type: none"> <li>(a) Understand the importance of store layout, space allocation, and merchandise presentation as factors in maximizing department/store, fast fashion/luxury fashion, sales, and profit,</li> <li>(b) Develop the ability to evaluate and create effective visual merchandising presentations, for both window and interior displays,</li> <li>(c) Apply the principles of design, colour, lighting, and space in creating an appropriate retail store atmosphere,</li> <li>(d) Develop the ability to analyse current trends and forecast future trends of visual merchandising,</li> <li>(e) Manage diverse group dynamics and cooperate to lead ones' team in better performance.</li> </ul>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p><b>(I) An Introduction to Visual Merchandising</b> The history of visual merchandising The role of a visual merchandiser</p> <p><b>(II) Store Design</b> Store design strategy Importance of store design Store design: case study</p> <p><b>(III) Windows</b> Planning a window display Props, Colour, Lighting, Signage and graphics Windows: case study</p>

	<p><b>(IV) In-store Visual Merchandising</b></p> <p>Product adjacencies</p> <p>Floor layouts, Fixtures and fittings, Product handling</p> <p>Point of sale, Signage, Colour, Lighting</p> <p>Ambience</p> <p>Technology</p> <p>Virtual visual merchandising</p> <p>In-store VM: case study</p>																																																						
<p><b>Teaching/Learning Methodology</b></p>	<p>The subject comprises lectures, assignments/project, and tutorials. Lectures help students to understand the theoretical aspects of basic principles and elements in visual communication and fashion visual merchandising. Multiple assignments and a group project related to store visits and interviews assist students to gain first-hand experience in dealing with fashion visual merchandising strategies in the current fashion retail environment. Tutorials help to reinforce theoretical concepts through practical experience in setting up visual displays, store layout by applying the concepts obtained in the lectures.</p>																																																						
<p><b>Assessment Methods in Alignment with Intended Learning Outcomes</b></p>	<table><tr><th rowspan="2">Specific assessment methods/tasks</th><th rowspan="2">% weighting</th><th colspan="5">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th></tr><tr><th>a</th><th>b</th><th>c</th><th>d</th><th>e</th></tr><tr><td><b>Continuous assessment</b></td><td><b>100%</b></td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>1. <i>Group Presentation</i></td><td>25%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>2. <i>Short Assignments</i></td><td>50%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>3. <i>Individual assignment/ Test</i></td><td>25%</td><td>✓</td><td>✓</td><td>✓</td><td></td><td></td></tr><tr><td><b>Examination</b></td><td><b>0%</b></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Total</td><td>100%</td><td colspan="5"></td></tr></table>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					a	b	c	d	e	<b>Continuous assessment</b>	<b>100%</b>	✓	✓	✓	✓	✓	1. <i>Group Presentation</i>	25%	✓	✓	✓	✓	✓	2. <i>Short Assignments</i>	50%	✓	✓	✓	✓	✓	3. <i>Individual assignment/ Test</i>	25%	✓	✓	✓			<b>Examination</b>	<b>0%</b>						Total	100%					
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	<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The group presentation and short assignments undertaken in groups (which include picture analysis, class activities, and preparation of trend board) aim to assess all five learning outcomes targeting both theoretical and practical learning experiences.</p> <p>To help students understand theoretical concepts in visual merchandising for various types of retail stores, the individual assignment and test require them to work individually, and they aim to evaluate the first three learning outcomes.</p>	
<b>Student Study Effort Expected</b>	Class contact:	
	▪ Lecture	26 Hrs.
	▪ Tutorial	12 Hrs.
	Other student study effort:	
	▪ Assignments	67 Hrs.
	Total student study effort	105 Hrs.
<b>Reading List and References</b>	<p><b><u>Book: Essential</u></b></p> <p>Morgan, T. (2016) <i>Visual Merchandising: Window and In-store Displays for Retail, Third Edition</i>. Laurence King Publishing.</p> <p><b><u>Books: supplementary</u></b></p> <p>Bailey, S. and Baker, J. (2014) <i>Visual Merchandising for Fashion</i>. Fairchild Publications Inc, New York.</p> <p>Bell, J. and Ternus, K. (2017), <i>Silent Selling: Best Practices and Effective Strategies in Visual Merchandising</i>. Fairchild Publications Inc, New York.</p> <p>Malhotra, N. (2015) <i>Store Design and Visual Merchandising: Creating Store Space That Encourages Buying, Second Edition</i>. Business Expert Press.</p> <p>Schaefer, K. (2021) <i>Swipe, Scan, Shop: Interactive Visual Merchandising</i>. Bloomsbury Publishing.</p>	

**Reading List and  
References**

**Periodicals**

Vogue (Paris, Italia, UK and US)  
Bazaar (US)  
Non-no  
Fruit  
VM + SD magazine  
Schaufenster  
Shop Window magazine  
Women's Wear Daily

**Websites**

WGSN [www.wgsn.com](http://www.wgsn.com)  
Style [www.style.com](http://www.style.com)