

## Credit Distribution, Eligibility and Pre-requisites of the Course

### DISCIPLINE SPECIFIC ELECTIVE COURSE DSE-13-ADC: FASHION VISUAL MERCHANDISING

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical/ Practice		
Fashion Visual Merchandising	4	3	1	0	Class XII	NIL

### LEARNING OBJECTIVES

- To introduce the concept of visual merchandising in apparel stores.
- To create an understanding of basic elements of visual merchandising and display across fashion retail stores.

### LEARNING OUTCOMES

After completing this course, the learner will be able to:

- Describe the role and objectives of visual merchandising
- List and explain the various elements of visual merchandising
- Identify the different types of store display used in apparel stores.
- Explain the concept and use of Planogram in store display
- Classify the different types of store layouts
- Compare the apparel merchandise display across various retail formats.

### SYLLABUS OF DSE-13-ADC

#### THEORY (Credits 3; Hours 45)

#### **UNIT I: Introduction to Visual merchandising 5 Hours**

This unit provides an overview of the role and essential features of visual merchandising.

- Importance and objectives of visual merchandising, Role of a visual merchandiser
- Essential features of visual merchandising
- Schedules - Seasons, Promotions, Special sales, Themes

#### **Unit II: Elements of Visual Merchandising 15 Hours**

This unit provides basic understanding of the elements of visual merchandising

- Brand imagery
- Store front – Front signage, Entrance, Window display, surrounding space
- Store interior and ambiance
- Store layout – Grid, diagonal, free-flow, Race track /loop layout, Spine layout, Mixed Floor Plan

#### **Unit III: Store Display 15 Hours**

This unit aims to provide an overview of elements and techniques of store display.

- Types of Display- Window display, Interior display
- Elements of Display - Merchandise, Mannequins, Forms, Props, Fixtures, Background, Signage, Lighting, Colour
- Concept of Planogram - Macro Space, Micro space
- Merchandise Presentation Techniques: Colour Blocking, Product blocking, vertical/ horizontal blocking, symmetric, price blocking
- Display settings, Essentials of good display, Common problems in display

#### **Unit IV: Visual Merchandising for Apparel Store**

**10 Hours**

This unit explains the use of visual merchandising techniques in apparel stores across various retail formats.

- In-Store Merchandise Presentation for Fashion Apparel – Men’s wear, Women’s wear, Kids’ wear
- Display approach for apparels
- In-store apparel Merchandise presentation in different retail formats – Departmental stores, Speciality stores, Exclusive Brand stores, Hyper-markets

#### **TUTORIALS (Credits 1; Hours 15)**

Tutorial classes will involve:

- Q&A sessions/ Group discussions/ Problem Solving exercises with the Students
- Presentation of project/ research activity by students
- Any other scholastic work related to application of conceptual understanding of the subject.
- Evaluation and feedback by the teacher

#### **ESSENTIAL READINGS**

- Bawa Ramandeep, Sinha A.K., Kant Rita (Dr.), (2022), *Visual Merchandising and Consumer Behaviour in Shopping Malls*, Sultan Chand & Sons
- Bhalla Swati, Anuraag S., (2010), *Visual Merchandising*, Tata McGraw-Hill
- Jonathan Baker, Sarah Bailey, (2021), *Visual Merchandising for Fashion*, Bloomsbury Visual Arts
- Martin M. Pegler, Anne Kong, (2018), *Visual Merchandising and Display* 7th Edition, Bloomsbury

#### **SUGGESTED READINGS**

- Claus Ebster, Marion Garaus, (2012), *Store Design and Visual Merchandising Creating Store Space That Encourages Buying*, Business Expert Press
- Tony Morgan, (2016), *Visual Merchandising (3<sup>rd</sup> Edition)*, Laurence King
- Portas, Mary, (1999), *The Art of Retail Display*, Thames and Hudson Limited

**Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time**

### **Pool of Discipline Specific Elective Courses (DSE) for Even Semester**

#### **B.A (Prog.) with Apparel Design and Construction (ADC)**