

COURSE MAM2030: PROMOTION: VISUAL MERCHANDISING**Level:** Intermediate**Theme:** Marketing Systems and Strategies**Prerequisite:** None**Description:** Students identify different types of visual merchandising, and describe how to construct attention-getting displays and how to evaluate visual merchandising.**Parameters:** No specialized equipment or facilities.**Supporting Courses:** MAM1010 Management & Marketing Basics
MAM2020 Promotion: Advertising**Curriculum and Assessment Standards**

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> identify and explain basic visual merchandising concepts 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> a visual merchandising manual using a choice of diagrams, pictures and/or video consisting of the following visual merchandising concepts: <ul style="list-style-type: none"> objectives and types of visual merchandising elements, principles and guidelines of visual merchandising. <p><i>Assessment Tool</i> <i>Assessment Task Checklist: Visual Merchandising Manual (MAM2030-1)</i></p> <p><i>Standard</i> <i>Rating of 2 in each applicable area</i></p>	20
<ul style="list-style-type: none"> create a collection of visual merchandising ideas for a calendar year 	<ul style="list-style-type: none"> a yearly visual merchandising planner for a business. Minimum of eight visual merchandising ideas in the planner, which represents a full year's visual merchandising plan. Ideas should include type of display, theme, merchandise, props, supplies to be used and a sketch showing the elements and principles of design being applied. <p><i>Assessment Tool</i> <i>Assessment Task: Yearly Visual Merchandising Planner (MAM2030-2)</i></p> <p><i>Standard</i> <i>Rating of 2 in each applicable task area</i></p>	20

COURSE MAM2030: PROMOTION: VISUAL MERCHANDISING (continued)

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> design and construct a visual merchandising presentation evaluate various forms of visual merchandising identify personal interests and opportunities as they relate to careers in visual merchandising demonstrate basic competencies. 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> creating an interior and/or exterior visual presentation for a specific organization/business. <p><i>Assessment Tool</i> <i>Assessment Guide: Visual Merchandising Presentations (MAM2030–3)</i></p> <p><i>Standard</i> <i>Rating of 2 in each applicable task</i></p>	40
	<ul style="list-style-type: none"> an evaluation of a minimum of three visual merchandising presentations that demonstrate use of design techniques. <p><i>Assessment Tool</i> <i>Assessment Task: Evaluation of Visual Merchandising Presentations (MAM2030–4)</i></p> <p><i>Standard</i> <i>Three evaluations, all sections completed</i></p>	10
	<ul style="list-style-type: none"> a career profile that includes job descriptions, education/qualification requirements, employment opportunities, advancement potential and salary range. <p><i>Assessment Tool</i> <i>Assessment Task: Career Profiles (MAMCARE)</i></p> <p><i>Standard</i> <i>Three career profiles, all sections completed</i></p>	10
	<ul style="list-style-type: none"> observations of individual effort and interpersonal interaction during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	Integrated throughout

Concept	Specific Outcomes	Notes
Visual Merchandising	<p><i>The student should:</i></p> <ul style="list-style-type: none"> describe what visual merchandising is and provide examples, illustrations and/or pictures of various displays/presentations 	Linkages with Fashion Studies.

COURSE MAM2030: PROMOTION: VISUAL MERCHANDISING (continued)

Concept	Specific Outcomes	Notes
<ul style="list-style-type: none"> • Objectives • Types • Visual Merchandising Ideas 	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • explain how displays/visual presentations can influence the customer: <ul style="list-style-type: none"> – route traffic – catch attention – expand window theme – pleasant store environment – quick product identification – entice entry to store – reinforce store image – support sales presentations • describe the different types of visual merchandising presentations and provide examples: <ul style="list-style-type: none"> – <i>interior</i> (open—gondola, shelving, racks, ledge, platform, etc.; closed—showcases and shadow boxes, architectural or built-up displays) – <i>exterior</i> (closed, semi-closed, open) – <i>season</i> (pre-season, runner, clearance) • show how the interior presentations can be coordinated with exterior presentations • describe how ideas are generated for visual merchandising • list visual presentation ideas for a variety of events and themes. 	<p>The words <i>display</i> and <i>visual presentation</i> have the same meaning. Retailers use both; in general the term display is being replaced by the term visual presentation.</p> <p>Assess the effectiveness of several retail outlet displays.</p> <p>Holiday themes, events, other displays, brainstorming with others.</p>
<p>Display Design</p> <ul style="list-style-type: none"> • Elements 	<ul style="list-style-type: none"> • identify and describe the elements of design as they relate to visual merchandising: <ul style="list-style-type: none"> – use of lines—vertical, horizontal, curve, diagonal – use of shape—geometric, organic, positive, negative – use of colour—terminology, schemes, moods – background – use of three-dimensional space – use of weight, size and texture 	<p>Consider links with Design Studies and Communication Technology.</p> <p>Props versus products, foreground versus background.</p>

COURSE MAM2030: PROMOTION: VISUAL MERCHANDISING (continued)

Concept	Specific Outcomes	Notes
<ul style="list-style-type: none"> • Principles 	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • identify and describe the principles of design as they relate to visual merchandising: <ul style="list-style-type: none"> – patterns—interface, stairstep, gradation, pyramid, zigzag, repetition, radiation – balance, formal and informal – harmony and contrast – rhythm – proportion – emphasis – unity. 	
<p>Creating Visual Presentations</p> <ul style="list-style-type: none"> • Guidelines • Planning and Creating 	<ul style="list-style-type: none"> • apply basic guidelines when creating visual presentations <ul style="list-style-type: none"> – use the KIS concept (Keep it Simple) – keep the customer’s viewpoint in mind – use lighting to enhance the display – use props to enhance the merchandise and theme • apply the steps in planning a visual presentation: <ul style="list-style-type: none"> – identify the objective – select theme, merchandise and location – compute cost of constructing presentation – assemble supplies and materials needed – prepare display area, merchandise and props – construct the visual presentation – maintain a display. 	<p>Props can be built, bought or borrowed. Use and construct different kinds of props.</p> <p>Clean windows, background and floor; merchandise neat and clean; props in good repair; maintain lighting fixtures.</p>

COURSE MAM2030: PROMOTION: VISUAL MERCHANDISING (continued)

Concept	Specific Outcomes	Notes
Evaluating Displays	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • evaluate the effectiveness of the visual presentation: <ul style="list-style-type: none"> – location – design – theme – impact/appeal • recommend possible changes to the process of creating the presentation and to the display itself. 	
Career Exploration	<ul style="list-style-type: none"> • analyze a variety of career opportunities in visual merchandising • identify personal interest, talents and experiences as they relate to careers in visual merchandising. 	Define key terms related to career path/ladders, entry-level positions, mid-management, management positions.

