

**Course Curriculum (Effective from Session 2020-21)**  
**Bachelor of Science – (B.Sc. – Fashion Design)**

<b>B.Sc. (Fashion Design): Semester-V</b>	
<b>BFD501: VISUAL MERCHANDISING</b>	
<b>Teaching Scheme</b>	<b>Examination Scheme</b>
Lectures: 4 hrs./Week	Class Test -12 Marks
Tutorials: Nil	Teachers Assessment – 6 Marks
Credits: 4	Attendance – 12 Marks
	End Semester Exam – 70 marks

**Prerequisite:** BFD456 Minor Project, BFD651 Graduation Design Collection

**Course Objectives:**

1. To provide the knowledge of visual merchandising.
2. To give the knowledge of techniques of merchandising.
3. Describe the elements and tools of visual merchandising.
4. Explain the all-window display.
5. To give the knowledge of brands national and international.

**Detailed Syllabus:**

<b>Unit I: World of visual merchandising</b>
Visual merchandising: Definition and functions, History, Understanding retail in India.
<b>Unit II: The Basics of Visual Merchandising</b>
Display Basics, Design Basics, Principles of Design, Color Blocking—People Buy Colors, Signage, Understanding Materials.
<b>Unit III: Store Planning and Fixtures</b>
The Purpose of Planning Fixtures, Types of Fixtures
<b>Unit IV: Merchandise Presentation</b>
Meaning of Merchandise Presentation, Principles of Merchandise Presentation, Categories in Merchandise Presentation, Dominance Factor in Merchandise Presentation, Cross Merchandising.
<b>Unit V: Window Displays</b>
Window Display—Meaning and Scope, Vis-à-vis Merchandise, Types of Setting, Promotional Display Vs. Institutional Display, Window Display—Construction
<b>Unit VI: Visual Merchandising—Hands On</b>
Styling, Display Calendar, Sales Tracking, Handling the Mannequin, Props, Lighting, Organizing an In-store Event, VM Tool Kit, Quality and Process in Visual Merchandising, Standard Operating Procedures (SOPs)

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**Course Outcomes:**

After completing the course, students will be able to:

1. To remember about the knowledge of window display.
2. To understand the knowledge of blocking and themes.
3. To apply about the knowledge of good store layouts.
4. To analyze about the merchandising techniques.
5. To evaluate the knowledge of presentation of the product.
6. To create about the advance knowledge of visual merchandising according to theme and stories.

**Suggested Readings:**

- DMGT552\_VISUAL\_MERCHANDISING.pdf
- Fashion designs and illustrations
- Introduction to fashion design, By Patrick John Ireland
- Inside fashion design Simplicity
- Encyclopedia of fashion detail, By Patrick John Ireland,
- Femina, Elle, FNL, Apparel views to consult.

Note: Latest edition of readings may be used

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