

SYLLABUS
BA IN FASHION MARKETING AND PROMOTION
SEMESTER – IV

VISUAL MERCHANDISING

Sub. Code: BFMP 401

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Introduction to Visual Merchandising

Origin and Importance; Importance of Team Work.

Unit 2 Merchandise Display

Purpose and Functions of Display; Types of Displays; Display Settings; Elements of Display; Ways to Display; Common Errors in a Display.

Unit 3 Display Ethics

Design Principles: Balance, Rhythm, Unity (Harmony), Emphasis, Proportion; Design Elements: Line, Form, Color, Pattern, Texture.

Unit 4 Store- as a Merchandise Space

Store Layout and Design; Types of Stores; Exterior Store Design; Interior store design.

Unit 5 Atmospheric for Store Design

Color; Lighting; Fixtures; Signage and Graphics; Sound and Aroma; Mannequins; POPs.

Suggested Reading:

1. Visual Merchandising: The Business of Merchandise Presentation, Robert Colborne, Cengage.
2. Visual Merchandising: Principles and Practice, Richard Carty, Thomson Delmar Learning.
3. Visual Merchandising & Display: The Business of Presentation, Martin M. Pegler, Fairchild Books & Visuals.