

Student Learning Outcomes
for
FASH 226 – Visual Merchandising and Display

At the culmination of the course, students will have attained the following outcomes:

1. Ability to define and explain the components of a store's visual and merchandising environment.
2. Ability to compare and contrast the various display fixtures and props including their usage and purpose, and to understand how, where, and when they are used on the retail floor.
3. Ability to apply principles and elements of color and design to the design, implementation, and evaluation of window displays and other in-store visual merchandising displays.
4. Ability to critically analyze and assess through a lens of social justice and diversity, current advertising, and promotion activities.

Methods of Assessment

Since the SLOs for this course are contained with assigned projects and are implemented in an actual retail environment, all projects presented are assessed by instructor and peer evaluation using critique format.