

	<p style="text-align: center;"><b>MAHATMA GANDHI UNIVERSITY</b> Kottayam, Kerala</p> <p style="text-align: center;"><b>Undergraduate Programmes (HONOURS)</b> <b>2024 Admission Onwards</b></p>
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SYLLABUS						
SIGNATURE COURSE						
Name of the College	Yeldo Mar Baselios College, Kothamangalam					
Faculty/ Discipline	Fashion Designing					
Programme	BSc (Hons) Fashion Designing					
Course Coordinator	Chinchu V Joy					
Contributors	Binil Eldhose Mathew, Jinu Baby					
Course Name	DISPLAY MERCHANDISING					
Type of Course	DSE					
Specialization title	This Signature Course does not have a specialization.					
Course Code	MG3DSEFDGA00					
Course Level	200					
Course Summary	The course provides the knowledge and skills to create visually appealing and commercially effective retail displays that enhance customer experience and drive sales.					
Semester	3	Credits			4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		4				
Pre-requisites, if any						

#### Course Outcomes (CO)

Number of COs			5
CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Explain the concept of visual merchandising, role of merchandiser and the types of store design layouts.	U	PO4, PO6, PO10
2	Describe types of displays.	U	PO4, PO6, PO10
3	Discuss about color and texture and types of fixtures, mannequins, and props.	U	PO4, PO6, PO10
4	Explain types of signage and lighting.	U	PO4, PO6, PO10
5	Plan and set up a designer studio employing the visual merchandising techniques after visiting a branded store.	AN	PO4, PO5, PO6, PO9, PO10

\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

#### CO-PO Articulation Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	-	-	-	2	-	2	-	-	-	3
CO 2	-	-	-	2	-	2	-	-	-	3
CO 3	-	-	-	2	-	2	-	-	-	3
CO 4	-	-	-	2	-	2	-	-	-	3
CO 5	-	-	-	2	1	1	-	-	3	3

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

## Course Content

Content for Classroom transaction (Units)

Module	Units	Course Description	Hrs	CO No.
1	Introduction to Display Merchandising			
	1.1	Display / Visual Merchandising: Meaning, purpose.	3	["1"]
	1.2	Visual Merchandiser: Role of a Visual Merchandiser.	5	["1"]
	1.3	Store design layout: Grid, Herringbone, loop(racetrack) and Free flow. Types of Displays: Interior Display & its types. Exterior Display & its types. Window Display & its types.	7	["1", "2"]
2	Interior Display			
	2.1	Fixtures: Stands, T-Stand, Carousels, Waterfall Stand, Four way Stand, Racks, Round Racks, Pipe Racks, Platforms, Dump Bins.	7	["3"]
	2.2	Mannequins: Realistic, Semi Realistic, Abstract, Headless, Mannequin Alternatives.	7	["3"]
	2.3	Props: Thematic Props, Artwork Props, Textile & fabric props, Seasonal & Festival props, Interactive props.	6	["3"]
3	Exterior Display			
	3.1	Signage: Exterior Signage, Interior Signage, Window Signage.	5	["4"]
	3.2	Lighting: Ambient Lighting, Accent Lighting, Spot Lighting, LED Strip Lighting.	5	["4"]
	3.3	Colors & Textures: Significant of Colors & Textures in Visual Merchandising.	5	["4"]
4	Project			
	4.1	Visit a Fashion store and observe the seasonal visual merchandising techniques and setup a demo studio in a classroom.	10	["5"]

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Lecture Store Visit
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<b>Assessment Types</b>	<b>MODE OF ASSESSMENT</b> Mode of Assessment: Theory
	<b>A. Continuous Comprehensive Assessment (CCA)</b> • <b>Theory - 30 Marks</b> Oral Presentation/Quiz/ Assignment, Assignment on Setting up a Designer Studio
	<b>B. End Semester Evaluation (ESE)</b> • <b>Theory - 70 Marks</b> Assessment Methods - Written Examination Duration of Examination - 2.00 Hrs Pattern of examination for Theory - Non-MCQ Different parts of written examination - Part - A , B , C Answer Type: • PART - A • Short answer - (10 out of 12 ) - $10 \times 2 = 20$ • PART - B • Long Answers - (5 out of 8 ) - $5 \times 4 = 20$ • PART - C • Essays - (3 out of 5 ) - $3 \times 10 = 30$

## References

- Pegler, M. M. (1998). Visual Merchandising and Display. Fairchild Publications.
- Bell, J. A. (2022). Silent Selling: Best Practices and Effective Strategies in Visual Merchandising. Fairchild Books.
- Diamond, J. (2010). Contemporary Visual Merchandising. Prentice Hall; London.

## Suggested Readings

- Claus Ebster, and Garaus, M. (2011). Store Design and Visual Merchandising: Creating Store Space That Encourages Buying. Business Expert Press.
- St Media Group. (2009). Visual Merchandising 6. Collins Design; Enfield.

## Affidavit

- We, Yeldo Mar Baselios College, Kothamangalam and Chinchu V Joy, retain the copyright of this syllabus and expressly prohibit its distribution in complete form to any institution outside our own.
- We, Yeldo Mar Baselios College, Kothamangalam, agree to appoint a new course coordinator for the proposed DISPLAY MERCHANDISING in the event of the unavailability of the currently nominated coordinator. This appointment will ensure the continued coordination of course delivery, assessments, and all related academic responsibilities necessary for the successful implementation of the signature course, for as long as the college offers this programme.
- We, Yeldo Mar Baselios College, Kothamangalam and Chinchu V Joy, declare that no part of this signature course submitted here for approval has been taken from the course content developed by, or from any of the course titles prepared by, the BoS/expert committee in the same discipline under our University.