

Student Learning Outcomes
for
FASH 226 – Visual Merchandising and Display

1. Define and explain the components of a store's visual and merchandising environment.
2. Compare and contrast the various display fixtures and props including their usage and purpose. Explain how, where, and when they are used on the retail floor.
3. 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. Critically analyze and assess through a lens of social justice and diversity, current advertising, and promotion activities.