

VISUAL MERCHANDISING

Associate of Science Degree

The Visual Merchandising program at The Art Institute of Philadelphia is designed to educate students in the process of creating three-dimensional displays for retail businesses. Window displays, store plans, and promotional packages are designed and fabricated utilizing principles of design, advertising, and marketing to create vibrant, memorable displays.

PROGRAM OBJECTIVES

- Identify types of window displays
- Develop a window profile
- Apply proper lighting
- Execute a store plan
- Prepare accurate cost analysis of window presentations
- Conduct market research
- Develop awareness of color theory and graphic design
- Understand use of graphics in store environments
- Create a retail merchandising plan
- Design a visual merchandising display
- Create a promotional package
- Present a final portfolio

ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES

Graduates of the Visual Merchandising program are prepared to seek entry-level positions in department stores, specialty stores, and boutiques as visual merchandisers, marketing coordinators, and in sales and/or management.



REQUIREMENTS FOR ASSOCIATE OF SCIENCE DEGREE

90 Quarter Credits
Six 11-Week Quarters or 66 Weeks

GENERAL EDUCATION

GE10110	English Composition I
GE10120	Art History: Prehistoric to Mannerist
GE10210	English Composition II
GE10220	College Math
GE10230	Art History: Baroque to Contemporary
GE10320	Effective Speaking
GE10410	Introduction to Psychology
GE20510	Ethics
LS10110	Computer Science

General Education Elective List (Select 2):

GE10330	American Government
GE20530	Sociology
GE20540	United States History: Early Period
GE20550	United States History: 20th Century
GE20590SA	Study Abroad
GE20610	Theatre Appreciation
GE20710	Aesthetics

CORE COURSES

FM0015PF	Portfolio Foundations Fashion Marketing
FM20532	Fashion Show Production
FM20610	Advanced Visual Merchandising
FS10111	Fashion History I
FS10211	Fashion History II
FS10212	Textiles & Fabrics
FS10310	Visual Merchandising
FS10312	Business Management
FS10332	Sales Promotion
FS20612	Marketing
FS20622	Store Planning
FS20632	Graphic Communication in Fashion
FS20822	Graphic Communication in Fashion II
GR10110	Fundamentals of Drawing
GR10120	Fundamentals of Design
GR10130	Color Theory
GR10210	Typography I
GR10330	Concept Development
IN20712	VM Internship
VM20610	Portfolio

