

**SOUTHEAST MISSOURI STATE UNIVERSITY
COURSE SYLLABUS**

Department of **Human Environmental Studies**
Course Title: **Display Design**

Course Number: **DS114**
Revision of HI214: **Fall 2008**

I. Catalogue Description and Credit Hours

A study of the components involved in the art of visual presentation. Students will participate in store display and technique within the community. **(3)**

II. Prerequisite(s)

None.

III. Purposes or Objectives of Course

- A. Demonstrate knowledge of the factors involved in visual presentation.
- B. Utilize the techniques involved in visual presentation.
- C. Gain expertise in the application of principles to the design process.
- D. Utilize available university and community facilities and resources in developing and presenting individual design projects.
- E. Evaluate and apply the components of design in relation to the total display environment.

IV. Expectations of Students

- A. Satisfactorily complete all class assignments.
- B. Contribute to class discussion.
- C. Pass written examinations.
- D. Be responsible for any remedial study necessary for improving background area pertinent to the course.
- E. Participate in all assigned group display projects.
- F. Participate in class trips.
- G. Develop and submit a display portfolio.

V. Course Outline or Content

Hours

- | | |
|--|----------|
| A. Visual Presentation Overview | 5 |
| 1. History | |
| 2. Departmental organization/structure | |
| B. Elements and Principles of Design | 5 |
| 1. Basic concepts | |
| 2. Application to display | |
| C. Types of Displays/Classification Systems | 5 |
| D. Tools and Equipment used in Display | 5 |

1. Small equipment	
2. Tools	
3. Materials	
4. Safety concerns	
E. Supporting Equipment	5
1. Fixtures	
2. Mannequins	
3. Props	
F. Lighting for Displays	5
1. Fixtures	
2. Techniques	
G. Signage of Displays	5
1. Styles	
2. Techniques	
H. Areas of Specialization	10
1. Retail merchandising	
2. Freelancing	
3. Seasonal displays	
4. Trade shows and exhibits	
5. Prop and set design	
6. Museum presentations	
7. Hardline goods	

* Total class hours = 45

VI. Textbook(s) and/or Other Required Materials or Equipment

Pegler (2006). Visual Merchandising and Display 5th Ed. New York: Fairchild Publications.

VII. Basis for Student Evaluation

A. Participation in class discussions and activities	5%
B. Grades on two written examinations	20%
C. Satisfactory completion of display sketches, evaluations, and other assignments.	20%
D. Satisfactory completion of class projects and laboratory experiences.	20%
E. Grade on display portfolio.	30%
F. Participation in class trips.	5%

Note: The weight of the evaluation criteria may vary according to each instructor and will be communicated at the beginning of the course.

VIII. Academic Policy Statement

Students will be expected to abide by the **University Policy for Academic Honesty** regarding plagiarism and academic honesty. Refer to:

<http://www6.semo.edu/judaffairs/code.html>

IX. Student with Disabilities Statement

If a student has a special need addressed by the **Americans with Disabilities Act (ADA)** and requires materials in an alternative format, please notify the instructor at the beginning of the course. Reasonable efforts will be made to accommodate special needs.