

# Career Path: Fashion Visual Merchandising and Store Planning

Visual merchandisers and store planners can work for individual stores or chains, or for agencies that provide services to a number of different clients in the retail sector. The responsibilities of a visual merchandiser or store planner vary based on the size of their team and the types of store for which they work. Their roles usually require a mixture of artistic, strategic, and practical skills to help drive product sales. Typical work might include doing research into lifestyle trends and regional habits, producing sketches of shop floor plans, and creating displays. Visual merchandisers and store planners also work with buying, and distribution departments.



### Recommended Courses:

For students interested in a career in visual merchandising and store planning, the following elective courses are recommended. These courses enhance a student's knowledge of the fashion field and develop the necessary skills for success.

#### **FAS2240 Visual Merchandising**

Examines the ways in which visual presentation is used in a variety of settings. Students learn color theory and principles of visual design and apply this knowledge in venues that include department and specialty stores, malls, and restaurants.

#### **FAS3361 Fashion Public Relations and Events**

Provides an overview of fashion public relations. Students learn skills and techniques to develop and present a fashion brand and collection to a target audience, with a focus on media communications, advertising, and sponsorship. Prerequisites: FAS1101, FAS2222 or FAS2261

### This course is recommended as liberal arts or free electives:

#### **GRD1100 Graphic Design Principles I**

Introduces two-dimensional design and color theory and their relational aspects. This course explores the elements and principles of design, color, and light in the creative process. Students learn about the design process, from concept to completion, and explore the fundamentals of Adobe Illustrator.

*Career Paths are not minors or concentrations and will not be noted on a student's transcript or diploma. Career Paths are suggested electives to fill elective credits.*