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| For Academic Affairs and Research Use Only | |
| Proposal Number | LAC51 |
| CIP Code: |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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| **[X]New Course, [ ]Experimental Course (1-time offering), or [ ]Modified Course (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

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| Katherine Baker 03/15/2023 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Temma Balducci 3/16/2023  **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Warren Johnson 3/28/2023  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Mary Elizabeth Spence 3/23/2023 **Office of Accreditation and Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Gina Hogue 3/30/2023 **College Dean** | Len Frey 4/20/2023  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

1. **Contact Person (Name, Email Address, Phone Number)**

Temma Balducci, Dept.of Art + Design, tbalducci@astate.edu, 870-972-3050

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

Spring 2024 (2023-24 Bulletin year)

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

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|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** |  | **FASH** |
| **Number\*** |  | **3333** |
| **Title**  (include a short title that’s 30 characters or fewer) |  | **Visual Merchandising and Display**  **Short title: Visual Merchandising** |
| **Description\*\*** |  | **The art and science of visual display, including principles and elements of design, window and interior display, individual and group participation in designing and executing displays for commercial and educational purposes.** |

***\**** Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*.

\*\*Forty words or fewer (excepting prerequisites and other restrictions) as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? Yes/No]**

(Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. YES Are there any prerequisites?
   1. If yes, which ones?

FASH 2233 (Current Issues in the Global Fashion Industry)

* 1. Why or why not?

Students need to understand the background of the fashion industry to learn how merchandising works.

1. NO Is this course restricted to a specific major?
   1. If yes, which major? Enter text...
2. **Proposed course frequency [Modification requested? Yes/No]**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

Spring

1. **Proposed course type [Modification requested? Yes/No]**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

Lecture and lab

1. **Proposed grade type [Modification requested? Yes/No]**

What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Standard letter

1. NO Is this course dual-listed (undergraduate/graduate)?
2. NO Is this course cross-listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross-listed course.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

Enter text...

**b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

Enter text...

1. YES Is this course in support of a new program?

a. If yes, what program?

B.S. in Fashion Merchandising and Marketing

1. NO Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)?

a. If yes, which course?

Enter text...

**Course Details**

1. **Proposed outline** **[Modification requested? Yes/No]**

(The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Note: Outline based on AOS version of the course.

Week 1: Introduction to Visual Merchandising. Why do we display

Week 2: Creative Thinking: Getting Outside the Box

Week 3: Elements and principles of design

Week 4: The Design Process; Signage; Types of Displays

Week 5: Mannequins and Alternatives; Dressing the Three-Dimensional Forms

Week 6: Fixtures; Props

Week 7: Visual Merchandise Planning; Career Opportunities in Visual Merchandising

1. **Proposed special features** **[Modification requested? Yes/No]**

(e.g. labs, exhibits, site visitations, etc.)

Visual Merchandising Lab

1. **Department staffing and classroom/lab resources**

Enter text...

1. Will this require additional faculty, supplies, etc.?

Yes – one faculty line (already allocated)

1. NO Does this course require course fees?

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

Enter text...

**New Course Justification (New Courses Only)**

1. Justification for course. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

The students will learn the art and science of visual display, including principles and elements of design, principles of window and interior display, individual and group participation in designing and executing displays for commercial and educational purposes. The following topics will be included:

1. Relate the elements and principles of design and their relationship with visual merchandising

2. Execute visual merchandising designs and displays

3. Compare and contrast relationships between visual merchandising and customer interactions, including marketing, sales, and profit/loss

4. Analyze visual merchandising displays and efforts for intent and measurable effectiveness

5. Develop and formulate a plan to improve visual merchandising displays

b. How does the course fit with the mission of the department? If course is mandated by an accrediting or certifying agency, include the directive.

The Department of Art + Design is dedicated to the creative, aesthetic and cultural development of visual art students that builds upon a well-rounded liberal arts education. The faculty prepares its students to assume leadership positions in their professional lives while maintaining a commitment to the conceptual and aesthetic standards of their chosen discipline. The department develops and supports a nurturing creative community that builds confidence through academic rigor and provides an environment in which students can build and refine their craft, develop critical thinking skills, and realize their full potential. Graduates of the Department of Art + Design join the community as socially responsible artists, designers, educators and historians ready to contribute to diverse and changing creative fields. This class will challenge students to consider the various ways that fashion, as a creative and aesthetic statement, is culturally significant. Given these goals, this class will prepare students to thoughtfully think about the connection that fashion has to society as a whole both through a historical and contemporary view point.

c. Student population served.

Junior

d. Rationale for the level of the course (lower, upper, or graduate).

This is an upper-level class that builds on foundation courses to teach students the art and science of silent selling through visual merchandising.

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. **Yes / No** Do the proposed modifications result in a change to the assessment plan?

*If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

PLO 1: Subject Knowledge – Students will understand global markets, consumer behaviors, and product trends related to fashion merchandising.

PLO 2: Technical Skill – Students will be able to create fashion merchandising plans that synthesis visual research, marketing, and management.

PLO 3: Critical Thinking – Student will be able to apply strong critical, analytical, management, and communication skills required to advance in the profession.

Program assessment takes place in the capstone course (FASH 4233 - Applied Fashion Marketing Project).

1. Considering the indicated program-level learning outcome/s (from question #19), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| **Outcome 1** | Subject Knowledge – Students will understand global markets, consumer behaviors, and product trends related to fashion merchandising. |
| Assessment Procedure Criterion | Direct Measure: Summative assessment completed by Faculty  Indirect Measures: Near the end of Capstone, students complete an exit survey  Alumni survey |
| Which courses are responsible for this outcome? | FASH 4233 – Applied Fashion Marketing Project |
| Assessment  Timetable | Year 1 on a three-year cycle.  Alumni survey is conducted every three years. |
| Who is responsible for assessing and reporting on the results? | Capstone faculty (report to Assessment Coordinator) |

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| **Outcome 2** | Technical Skill – Students will be able to create fashion merchandising plans that synthesis visual research, marketing, and management. |
| Assessment Procedure Criterion | Direct Measure: Summative assessment completed by Faculty  Indirect Measures: Near the end of Capstone, students complete an exit survey  Alumni survey |
| Which courses are responsible for this outcome? | FASH 4233 – Applied Fashion Marketing Project |
| Assessment  Timetable | Year 2 on a three-year cycle.  Alumni survey is conducted every three years. |
| Who is responsible for assessing and reporting on the results? | Capstone faculty (report to Assessment Coordinator) |

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| **Outcome 3** | Critical Thinking – Student will be able to apply strong critical, analytical, management, and communication skills required to advance in the profession. |
| Assessment Procedure Criterion | Direct Measure: Summative assessment completed by Faculty  Indirect Measures: Near the end of Capstone, students complete an exit survey  Alumni survey |
| Which courses are responsible for this outcome? | FASH 4233 – Applied Fashion Marketing Project |
| Assessment  Timetable | Year 3 on a three-year cycle.  Alumni survey is conducted every three years. |
| Who is responsible for assessing and reporting on the results? | Capstone faculty (report to Assessment Coordinator) |

*(Repeat if this new course will support additional program-level outcomes)*

**Course-Level Outcomes**

1. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| **Outcome 1** | Gain a comprehensive vocabulary of visual merchandising (VM) terms. |
| Which learning activities are responsible for this outcome? | Lectures, labs |
| Assessment Measure | Chapter Quizzes, Application Exercises, Exams, and Final Project |
| **Outcome 2** | Execute visual merchandising designs and displays by applying VM principles |
| Which learning activities are responsible for this outcome? | Hands-on lectures  Labs |
| Assessment Measure | Grading of the completed displays, Exams, and Final Project |
| **Outcome 3** | Analyze visual merchandising displays and efforts for intent and measurable effectiveness |
| Which learning activities are responsible for this outcome? | Lab assignments |
| Assessment Measure | Tracking sales from displays |

*(Repeat if needed for additional outcomes)*

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.** |

NEW:

FASH 3333 - Visual Merchandising and Display

Sem. Hrs: 3

The art and science of visual display, including principles and elements of design, window and interior display, individual and group participation in designing and executing displays for commercial and educational purposes. Spring.

Prerequisites: FASH 2233