

Branch Name	Master of Design (Fashion Design)
Branch Code	FD201
Course Name:	Visual Merchandising & Styling
Course Code	2FD2010202
Pre-requisite Course:	-----

Course Objectives:

1. To develop advanced knowledge of visual merchandising and fashion styling in retail and digital environments.
2. To understand consumer psychology, brand communication, and experiential retail design.
3. To create impactful visual presentations for fashion products and brands.
4. To integrate styling, merchandising, and marketing strategies for fashion promotion.
 Visual merchandising and styling play a critical role in communicating brand identity, enhancing customer engagement, and creating omnichannel fashion experiences.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	-	2	10	25	10	25	-	-	-	-	50

Subject Content:

Sr.No	Topic	Total Hours	Weightage (%)
1	Fundamentals of Visual Merchandising and Fashion Styling • Introduction to Visual Merchandising and Fashion Styling • Evolution and significance in the fashion industry • Principles of design in merchandising and styling -Elements of visual communication: color, texture, form, space, balance, rhythm, and proportion • Consumer behaviour and buying psychology • Brand identity and visual storytelling	6	25%
2	Retail Visual Merchandising and Store Design • Store planning and layout design • Window display concepts and techniques • Interior displays and merchandise presentation • Mannequins, props, fixtures, and display equipment • Lighting, signage, graphics, and digital screens • Visual merchandising for luxury, premium, and fast-fashion brands • Sustainable visual merchandising practices	6	25%

3	Fashion Styling for Media and Brand Communication • Editorial styling and fashion photography • Styling for advertising campaigns and lookbooks • Celebrity, personal, and commercial styling • Styling for digital platforms and social media	6	25%
4	Digital Visual Merchandising and Industry Project • E-commerce visual merchandising • Visual merchandising for online stores and marketplaces • AI and emerging technologies in fashion communication	6	25%

Reference Books:

S.No	Books
1	Visual Merchandising and Display, Bloomsbury Publishing/Fairchild Books
2	The Fashion Stylist's Handbook, Laurence King Publishing.
3	Fashion Promotion in Practice, Bloomsbury Publishing
4	Store Design and Visual Merchandising, Business Expert Press

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom Taxonomy Level
CLO1	Explain the basic concepts and importance of visual merchandising and styling in fashion retail.	1 Remembering
CLO2	Explain the basic concepts and importance of visual merchandising and styling in fashion retail.	2 Understanding
CLO3	Apply styling techniques to create coordinated fashion looks using garments and accessories.	4,5 Evaluate, Analyse
CLO4	Develop visual merchandising plans that enhance customer engagement and product appeal.	3 Applying
CLO5	Evaluate visual displays and styling solutions based on aesthetic and marketing requirements.	3, 6 Applying, Creative

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (PO's)										Program Specific Outcomes (PSO)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO 1	L			H							M	
CLO 2		M				L	L					
CLO 3			M		M					H		M
CLO 4	H							M			M	
CLO 5		M			L	M			L			L
CLO 6				H	H				H	M	H	

H: High, M: Medium, L: Low