

**ELECTIVE IV  
FASHION COMMUNICATION AND VISUAL MERCHANDISING**

**UNIT 1**

Fashion promotion and need for communication process – Media planning and production. Communication through different media – electronic media – photography – print media. Clothing culture and communication - men and women clothing – groups - role & status of clothing. Clothing culture & communication based on conservative –labor – liberal – social – democrat - customs and marital status

**UNIT 2**

Communication Practice: Scripting source – conducting interviews – event reporting fashion critics – case studies – designing catalogues and brochure – visualization of décor and ambience – fashion choreography. Individual & dress - personal communication - personal expression - image building. Psychological & sociological influence on clothing

**UNIT 3**

The Store window – Mannequins and Display settings – exterior of the store – window display – masking – mannequins and alternatives – 3D dressing - Elements of visual Merchandising.

**UNIT 4**

Props, Promotion and Signage – Attention getting devices and familiar symbols – Visual Merchandising planning and colour plates – furniture as props and signage display – sale ideas and setting display shop

**UNIT 5**

Store interior planning – store planning and design – store interiors and display locations – fixtures and dressings – store planning systems – pointing purchase display – exhibit –trade show design industrial display – fashion shows – trade organization and sources.

**References:**

1. Castelino, M. Fashion Kaleidoscope, Rup & Co., 1994
2. Kathryn Mikelvey, Fashion Source, Blackwell Science Publication, Oxford, England.2000.
3. Laura L Bliss, Study Guide Visual Mechandising and Display third edition, 1955 – Fairchild's Publication Newyork1997
4. Martin M Pegler ( S V M) Visual Mechandising and Display third edition, 1955 – Fairchild's Publication Newyork.1997
5. Jetwany J N Advertising, (1999)
6. Roundy N & Maid D, Strategies for technical communication 1985, little Brown & Company., Boston