

# LANSING COMMUNITY COLLEGE

## CURRICULUM GUIDE

Fashion Visual Merchandising & Display  
Associate in Applied Science Degree

Curriculum Code: 1775 (Effective Fall 2016 – Summer 2021)

The Visual Merchandising program provides students the opportunity to experience firsthand the emerging career area of retail and commercial display. Visual merchandising is a visually and aesthetically oriented field that emphasizes display design, display and prop fabrication, and arrangement with the object of influencing sales of all types of merchandise. Principles and philosophies of visual merchandising are learned through exploration of the marketplace and hands-on experimentation with local retail establishments. The Associate in Applied Science degree provides students with an option for a career or the requisite foundation for transfer to a four-year college or university. Not all courses in this program transfer to all colleges. Students planning to transfer should see program advisor before enrolling in any course.

### PREREQUISITES

Students should see [Course Descriptions](#) for course prerequisite information. See [Academic Assessment and Placement Testing for Student Success](#) for skills assessment and advising information.

### INFORMATION

Contact the Communication, Media and the Arts Department, Gannon Building, Room 131, telephone number (517) 483-1546 (website: [www.lcc.edu/cma/](http://www.lcc.edu/cma/)) or the Academic Advising Department, Gannon Building – StarZone, telephone number (517) 483-1904.

### REQUIREMENTS

CODE	TITLE	TOTAL: 42 CREDITS CREDIT HOURS
ARTS 102	Design & Communication (See Note 1)	3
ARTS 151	Color and Design	3
ARTS 212	Art Hist from the Renaissance (See Note 1)	4
FASH 100	Fashion Sketching	3
FASH 103	Fundamentals for Fashion	3
FASH 105	Fashion Computer-Aided Design	3
FASH 120	Intro to the Fashion Industry	3
FASH 135	Fashion Design Process	3
FASH 144	Visual Merchandising & Design	3
FASH 185	Survey of Textiles	3

FASH 263	Fashion Internship	3
FASH 270	Fashion Portfolio	2
MKTG 130	Retailing	3
MKTG 200	Principles of Marketing	3

**LIMITED CHOICE REQUIREMENTS**

**TOTAL: 21–23 CREDITS**

Complete the indicated number of credits from **EACH CHOICE** listed below.

**CHOICE 1: [General Education Core Areas](#) 0 Credits**

(See *General Education Core Requirements* for information on how to fulfill these requirements.

Core area proficiency exams, where appropriate, are available for each core area.)

Communication Core Area (See Note 1)	0
Global Perspectives and Diversity Core Area (See Note 1)	0
Mathematics Core Area (See Note 2)	0
Science Core Area (See Note 3)	0
Writing Core Area (See Note 4)	0

**CHOICE 1A: Math Core 3–4 Credits**

MATH 118	The Art of Geometry	3
MATH 119	Math Applications for Living	4

**CHOICE 1B: Science Core 4 Credits**

BIOL 120	Environmental Science	4
PHYS 120	The Art of Physics	4

**CHOICE 1C: Writing Core 3 Credits**

WRIT 124	Technical Writing	3
WRIT 127	Business Writing	3

**CHOICE 2: Discipline Related 11–12 Credits**

ARTS 132	Figure Drawing	3
ARTS 153	Image and Idea	3
FASH 101	Fashion Special Topics	2–3
MGMT 231	Developing & Leading Teams	3
MGMT 234	Diversity in the Workplace	3
MKTG 221	Consumer Behavior	3

**MINIMUM TOTAL 63**

**NOTES:**

1. Students completing "Requirements" have fulfilled the requirements for this Core area.
2. Students completing "Choice 1A" have fulfilled the requirements for this Core area.
3. Students completing "Choice 1B" have fulfilled the requirements for this Core area.
4. Students completing "Choice 1C" have fulfilled the requirements for this Core area.

**SUGGESTED COURSE SEQUENCE**

Students should see course descriptions to find out when departments plan to offer courses. Students who for any reason are unable to follow the course sequence suggested below (for example, those who are part-time, have transferred in courses from another school, or have prerequisites to fulfill) should contact an academic advisor for help with adjustments.

<b>I – FALL</b>	<b>II – SPRING</b>	<b>III – SUMMER</b>	<b>IV – FALL</b>
ARTS 151	ARTS 212	FASH 263	MKTG 200
FASH 100	FASH 120	Lim.Ch.2	FASH 144
FASH 103	FASH 135		FASH 185
FASH 105	MKTG 130		Lim.Ch.1–SCIENCE
Lim.Ch.1–WRITING	Lim.Ch.1–MATH		Lim.Ch.2

**V – SPRING**

ARTS 102  
 FASH 270  
 Lim.Ch.2  
 Lim.Ch.2