



**COMBINING INNOVATIVE TEACHING, FIELD EXPERIENCE, PUBLIC SERVICE,
AND RECRUITMENT: CREATING A MUSEUM EXHIBIT AS A COLLABORATIVE
EFFORT BETWEEN VISUAL MERCHANDISING AND HISTORIC COSTUME
COURSES**

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In order to provide students with experience in display, digital technology, the preparation and display of artifacts, copy and speech writing, and public speaking, the visual merchandising (VM) and historic costume (HC) courses collaborated on the creation of a museum exhibit consisting of six displays. The purpose of the exhibit was also to give exposure to the school and its historic costume collection, to promote public awareness of the apparel major, to encourage costume donations, and to recruit students. The exhibit focused on the Titanic and was located at the city's public library.

Among the VM and HC students, more than half were enrolled in both courses, which met jointly and separately to plan and prepare the exhibit. This provided many teamwork opportunities within and between courses.

Students reported that they enjoyed seeing all aspects of the project come together and that they preferred this totally hands-on approach to learning. The exhibit garnered publicity from local and CNN networks, radio, print media, and the Internet. The exhibit ran for more than a year in three locations and generated local, national, and international exhibit opportunities. Interest from prospective students has also increased as a result of the exhibit.

As a result of the exhibit's success, the VM and HC courses continue to collaborate on annual exhibits. The following year, students staged an equally successful exhibit, which showed how all aspects of culture impact fashion.