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# University of Pretoria Yearbook 2022

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## Aesthetics: Product, consumer and environment 320 (EST 320)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Natural and Agricultural Sciences</a>
<b>Module credits</b>	8.00
<b>NQF Level</b>	07
<b>Programmes</b>	<a href="#">BConSci (Clothing Retail Management)</a> <a href="#">BConSci (Food Retail Management)</a> <a href="#">BConSci (Hospitality Management)</a>
<b>Prerequisites</b>	OBG 111
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Consumer and Food Sciences
<b>Period of presentation</b>	Semester 1

### Module content

Introduction to aesthetics. The interaction between environments and consumers' aesthetic experience. Visual merchandising: basic components, tools, techniques, and equipment used in clothing and food retail settings. Use of sustainable strategies in visual merchandising planning in clothing, and food retail settings. Latest trends in clothing and food visual merchandising. This module addresses UN sustainable development goals: #8 (decent work and economic growth), #9 (industry innovation and infrastructure) and #12 (responsible consumption and production).

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