



---

# University of Pretoria Yearbook 2016

---

## 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>Programmes</b>	<a href="#">BConsumer Science Clothing: Retail Management</a> <a href="#">BConsumer Science Foods: Retail Management</a> <a href="#">BConsumer Science Hospitality Management</a>
<b>Prerequisites</b>	OBG 111
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Consumer Science
<b>Period of presentation</b>	Semester 1

### Module content

Introduction to aesthetics. The interaction between environment and consumers' aesthetic experience. Visual merchandising: basic components; tools and techniques; planning in clothing, interior and foods retail settings

---

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.