INDUS VALLEY SCHOOL OF ART & ARCHITECTURE

CONTINUING EDUCATION PROGRAMME

Short Course Outline

Course Title:	**Visual Merchandising and Window Display**
Facilitator	**Muhammad Abrar Khokhar**
Duration:	**3 Hours**
Days:	**Saturday**
Timings:	**12:00 pm – 3:00 pm**

Course Description

Visual Merchandising & Window Dressing training course has been specifically created to give you the knowledge to become a Visual Merchandising expert, transform your existing shop and enable you to up skill your retail sales using current Visual Merchandising techniques.

Perfect for retailers or students, individuals passionate for design and a visual storyteller who can bring brand to life.

Expected Learning Outcomes

During the Visual Merchandising course, we will show you how to present your brand, products and services in a way that is visually appealing to the eye of the customer to motivate them for making a purchase. We will explain and demonstrate the principles of Visual Merchandising using real life examples and case studies.

By bringing along their own merchandise to work with, students will be able to apply this knowledge immediately and create their own unique displays which represent a brand or personality. At the end of the course they will be better able to visualize and put in practice the design principles involved to create a perfect display.

Course Content

We will be covering topics from what is visual merchandising to techniques and tips on how to make the store better, we will not solely focus on displays in store it can also encompass home décor. We will also study about window dressing and the key principles for window design.
The core modules of the program include design theory, studio training and learning how to transform ideas onto paper. Following are the details for course content:

- Demonstrate effective display building skills by presenting and co-ordinating merchandise

- Making financial decisions, create effective planning strategies to maximise consumer interest and sale

- Working with a wide variety of materials to solve design problems

- Understanding retail store operations

- Understanding consumer design psychology

- Understanding the consumer design marketing

- Construct a display in an area retail setting allowing for examination and critique

- Illustrate original design concepts that utilise basic design principles applying to visual merchandising and window display

Assessment

We will require students to make mood boards and layouts which would lead to the final assignment of students setting up their own visual merchandising space or window design.

Course Requirements

This course will be comprised of interactive sessions and lectures focusing on presentation and visual application, where students will be required to bring A3 sketchbooks, notebooks, magazines and art supplies.

Final display by the students can be a window display or visual merchandising display where they will research, design and execute their projects on scale.

The students will do surveys/market visits which will enable them to see market trends and learn from the practices already in place.

Course Outline:

10 classes of 3-hour duration

1. Introduction to visual merchandising
2. Shop front arrangement and store visual assortment planning
3. Layouts for display, managing traffic in the store through display
4. Merchandising distribution management and Design Marketing
5. Colour theory and psychology of space
6. Style's themes and product settings with window Display
7. Understanding of merchandising materials
8. Lighting
9. Display Installations
10. Final Jury/Presentation