

UNIVERSITY OF CENTRAL LANCASHIRE

FACULTY OF ARTS, HUMANITIES AND SOCIAL SCIENCES

SCHOOL OF CREATIVE AND PERFORMING ARTS

Course / Area: Fashion Promotion
Year / Level: One
Module Tutor: Eve Astle

Module Code: FP1002
Module Title: Fashion Promotion in context
Verified by: EA, RHH

Commencing: Monday 8th February 2010
Submission Date / Deadlines: Thurs 11th March 2010
Group B 10am Group A 2PM

Project Title: Visual Merchandising

Aims:

- To select appropriate materials and solutions.
- To develop creativity and imagination
- To develop technical and time management skills

Introduction:

The window display is one of the most underused forms of advertising and as such does not always reach its potential. A window display in any store mirrors the stores identity and should attract and entice potential customers.

‘Shop windows bring glamour, fun, theatre and arts to the streets, a visible 24-hour expression of the store's image, brand and inspiration.’

Mary Portas – Windows: The Art of Retail Display

Brief:

The promotion and marketing firm you work for has asked the visual display designer to come up with a design for a new window display for one of the brands and retailers they represent.

Topshop/ Topman
Selfridges
Ted Baker
Urban Outfitters
Accessorize
Habitat
New Look
River Island

French Connection
All Saints
Adidas

The new design should entice their existing and new customers into the store. The window display will be for spring summer 2010 so you should be aware of current trends and or events.

You should research into visual merchandising from both, a visual and theoretical viewpoint, documenting and recording both, existing ideas and trends, as well as past successes and failures this could even be a window display that has been controversial. Also look at how your chosen company markets and advertises.

The way in which your final design is presented is left up to you, but it should communicate your design ideas effectively. You could present this in a 2D or 3D format whichever works best for your brand/retailer or you. You must ensure when presenting that the brand logo of your shop appears as it would in a window display or on the fascia of the shop.

You should include your own photography in this project be it at least through research if not for your final design as well. You are expected to research and draw information from any visual merchandising principles you learn through the lectures given as well as those you find out yourself.

Be clever in the ways you communicate ideas using all your creative ability and skills. There is no prescriptive way of completing this piece of work. It may be on the computer or cut and stick or you could combine the two.

Learning Outcomes:

- Apply numerical skills in layout and computer work
- Develop, demonstrate and express creativity and imagination.
- Demonstrate the ability to select appropriate materials for specific work and practical problems.

Assessment Requirements and Process:

- Sketchbook documenting research of brand/retailer, visual merchandising and development of final ideas.
- Window display design in either a 2D or 3D format.

Criteria for Assessment

- Research and development of ideas 30%
- Creativity and Innovation 40%
- Presentation and technical consideration 30%

Staff involved and Teaching Contact:

Ruth Hardman-Howard, Eve Astle, Melanie Charman, Visiting speaker
Planarama

Bibliography

Retail desire : design, display and visual merchandising / Johnny Tucker / **659.157**

Silent selling : best practices and effective strategies in visual merchandising / Judith Bell,
Kate Ternus / **687.0688**

Visual merchandising 2: image and identity / **741.6**

VM [and] SD : merchandising, fixturing and lighting : create visual excitement for retail stores :
visual merchandising and store design workbook / by Greg M. Gorman / **659.157**

Windows, The Art of Retail Display/ Mary Portas/ **659.157/POR**

WGSN

Magazines Resource Room

The above list is only a starting point you may find others.

**You may also find interior magazines such as Elle Decoration, Wallpaper etc have
some great inspiration points.**

<p>For penalties of late submission, please refer to your student handbook and the studio notice board.</p>
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