



Retail Design



29 July - 9 August 2024



Geneva (Switzerland)

# Retail Design

course code: D9463 From: 29 July - 9 August 2024 Venue: Geneva (Switzerland) - course Fees: 4500 Euro

you will gain the knowledge and understanding to work in the commercial market to develop innovative and creative designs to encourage customers to experience different shopping concepts.

## Module 1. Research and Contextualisation

This Module introduces the research skills and methods which will help you to locate and retrieve information and which you will use throughout the remainder of the Degree programme. Also within this Module, the work of leading residential and commercial interior designers from around the world who have produced work of an exceptional standard will be investigated. The Module provides a comprehensive introduction to interior design, including a guide to the history of interior design and designers, from the ancient world to the present day.

## Module 2. Space Planning

This Module investigates the way that interior space may be organised according to a particular set of requirements. Such requirements vary according to the designated function of an interior. Whether a space is intended for residential or commercial use, appropriate space planning ensures that a space is used efficiently, comfortably and safely and is at the core of successful interior design. Space planning may also have 'hidden' attributes such as brand reinforcement within a corporate or retail context, or visitor engagement and improved viewing space within a museum or gallery context.

## Module 3. The Customer Experience

The development of retail environments and their expansion into the provision of a distinct retail experience is one of the most dynamic and exciting products of our culture. Within this Module, you will become familiar with an overview of the history of shopping and the evolution of contemporary shopping which is focused on the understanding of customers' lifestyles. This Module analyses the methods that retailers use to develop a relationship with their customers and concludes with a study of best practice and innovation within retail design and the significant effect that retailing has had on architecture and interior design.

## Module 4. Branding

Within this Module, you will study the development and application of branding within a retail environment. Customer loyalty is vital to a successful retail business and branding is the single most important element in ensuring that loyalty. Branding is also directly responsible for the positioning of a product or company within the marketplace, directly impacting on the perception of quality, ethics and value. This Module investigates the principles and components of brand development and how such findings directly affect the customer relationship.

## Module 5. Visual Communication and Merchandising

Visual communication and merchandising are integral parts of the marketing process within a retail environment and are essential to the successful presentation of products or businesses to a retailer's customer base. Within this Module, you will look at how these two interrelated aspects of retail design work together to attract customers into a store and direct them to particular areas of products. Merchandising methods such as colour blocking, horizontal and vertical grouping and symmetrical merchandising will be examined, alongside essential promotional methods and the Module concludes with a detailed look at the vital components of visual communication and merchandising such as lighting, colour and materials.

## Module 6. Sustainable Design and Technology

Responsible and sustainable design is an essential consideration for the contemporary interior designer. This Module looks at the differing and sometimes contradictory approaches to ethical and ecological design and design products with particular emphasis on a sustainable approach using clean technology. The Module also introduces the choice of sustainable materials and construction methods used within interior design and discusses their impact upon the outcomes of a particular scheme as well as providing an overview of Building Regulations and other relevant regulatory factors.

## **Module 7. Professional Practice**

This Module will take you step-by-step through the stages of establishing and running your own interior design practice, including the identification of brand values leading to the design of a corporate identity, alongside the development of office management, business planning, strategic marketing and financial forecasting skills.

## **Module 8. Level 5 Retail Design Final Project**

Within this Module, you will be encouraged to evidence your creativity through the research, development and completion of a specific major retail design project. Within the project you will address specific areas of retail design such as; research and analysis, branding, legislation, visual communication, merchandising and designing for a target market. In addition, the Module will provide the opportunity for you to express your research, organisational, space planning and presentation skills.