

Course unit title:	SHOP SPACE AND DISPLAY				
Course unit code:	AFDI 303				
Type of course unit:	Elective				
Level of course unit:	Fashion Design and Image				
Year / Semester of study:	3 / 5 th semester				
Number of ECTS credits allocated :	3	Lectures p/w:	3	Labs p/w:	-
Instructor(s)	Constantinos Kounnis				
Aim of the Course	<p>Aim of the course and core objectives are:</p> <p>Understand the commercial parameters within interior design such as promoting and presentation through extended market research, brief formulation and visual strategy planning</p> <p>Develop general awareness of research methods and methodologies relevant to visual merchandising in order to attract customers towards making a purchase.</p> <p>Acquired advanced ability of communicational presentation and the imaginative use of materials, finishes, furnishing and lighting for specific concepts, promotional and design proposals.</p> <p>Demonstrate critical thinking and understand analysis skills in the new generation of shops and retail fashion environments.</p> <p>Examine the collaboration between fashion and architecture / design as a relationship continuing to fascinate both professionals and customers.</p>				
Learning outcomes of the course unit:	<p>Students should be able to:</p> <ul style="list-style-type: none"> • Identify the need of visual intelligence and awareness in contemporary display design and the importance of visual merchandising. • Understand and evaluate the advantages and disadvantages of innovative shop and window displays in retail stores or trade shows. • Utilize, prepare and implement various techniques for visual and oral communication in design. • Deal with basic interior design problem solving. • Employ new forms and experiment with innovative materials suitable new generation shops and fashion environments. • Present and analyse of commercial and promotional projects from specialist stores to branded high street chain stores. 				

Prerequisites:	None	Co-requisites:	None
Course contents:	<ul style="list-style-type: none"> • Introduction to the Fashion Display project. Written and verbal briefing and analysis. Brainstorming and visual references gathered to begin research and creating a sketchbook. • The general activity of research and the need for research in fashion and design in identifying needs, target audiences in accordance to achieving clear communication. • Identifying the importance of visual intelligence and awareness in contemporary retail design and visual merchandising. • Search for references in existing shops. Focus and study shopping epicentres, brand flagship stores, and guerrilla stores build on innovation, surprise and flexibility. 		
Recommended and/or required reading:			
References:	<ol style="list-style-type: none"> 1. Dress Code by Birkhäuser Architecture, 2006 2. Point of Purchase by Marta Serrats, Harper Design, 2006 3. Window Display: New Visual Merchandising by Tony Morgan, Laurence King Publishing, 2010 4. Basics Interior Design: Retail Design by Lynne Mesher, Fairchild Books AVA, 2010 5. Visual Merchandising and Display by Martin M. Pegler, Fairchild Book, 2011 6. Detail in Contemporary Retail Design by Drew Plunkett and Olga Reid, Laurence King Publishing, 2012 		
Planned learning activities and teaching methods:	<p>Illustrated lectures, extended project briefings and group critiques with practical workshops and exercises on critical parts of the subject.</p> <p>Group guided visits, demonstrations, and discussions to support design awareness.</p> <p>Student centered practical work, personal research, realization and manipulation in project work.</p>		
Assessment methods and criteria:	<ul style="list-style-type: none"> • Design Intelligence: 30% • Research and analytical skills: 20% • Experimentation and rough work: 20% • Methodology and presentation: 20% • Class Participation/activities: 10% • Presentation: 10% • Total: 100% • 		
Language of instruction:	English		
Work placement(s):	No		