



| | |
|---------------------|-------------------------------|
| Unit Title | Creative Visual Merchandising |
| FHEQ Level | 5 |
| Unit Code | EFBM182 |
| Credit Value | 15 |
| Unit Type | Elective |

| Learning Hours | | | |
|--------------------------------------|-------------|----------------------------------|------------|
| Staff – Student Contact Hours | | Independent Study Hours | |
| Classes | 20 | Independent Study | 47.5 |
| Supervised access to resources | 17.5 | Preparation for Assessment | 30 |
| | | Unsupervised Access to Resources | 45 |
| Total | 37.5 | | 150 |

Unit Description

This unit introduces students to the concepts, research methodologies and industry practices of Visual Merchandising. Students will develop a view of an ever changing retail landscape and the advances in technology that are impacting retail trends on an international scale.

Students will learn enhanced CAD skills in visualisation tool Google Sketchup, providing students with the technical ability to showcase viable Visual Merchandising schemes in 2D and 3D formats.

As well as rendering realistic store designs and schemes, students will learn about the importance of Multi-channel and Omni-channel visual strategies for brand alignment. Reflecting industry change, students will be exposed to the concept of online merchandising and visual e-commerce approaches; including social media, website and device application navigation design.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / Where creativity meets technology.

Unit Indicative Content

- The role and theories of visual merchandising
- Conceptual and creative Visual merchandising
- Visual emotional and sensory communication
- Store design and layout
- Store navigation psychology
- Window display
- Multi channel Vs Omni channel retailing
- Visual merchandising for ecommerce
- Visual communication of plans in 2D and 3D
- Evaluating the impact of effective visual merchandising - clicks, footfall, reach, brand communication, sales
- Creative project delivery

Unit Aims

- To introduce students to the practices and techniques used by Visual Merchandisers to create conceptual schemes
- To provide students with invaluable technical ability, using Google Sketchup to develop 3D designs
- To facilitate the application of Visual Merchandising strategies as a vehicle for sales optimisation and brand communication
- To introduce students to the concept of Visual Merchandising for digital communication across a variation of platforms

Unit Learning Outcomes

LO 1 Research/Inspiration

Analyse and interpret information-gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 2 Concept/Ideation

Analyse research materials leading to the generation of the ideation and concepts that inform and lead to project development.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Analyse a range of potential pathways that result in appropriate solutions, informed by an understanding of the principles of the creative process.

Related Principle: INTEGRATE

LO 5 Presentation /Storytelling For Influence

Evidence effective communication of projects, whether in visual, oral or written form.

Related Principle: ADVOCATE

LO 8 Professional Identity

Investigate specific professional contexts to situate your own practice.

Related Principle: CULTIVATE

Learning and Teaching Methods

- Briefings
- Lectures
- Project work
- Seminars
- Workshops
- Group work
- Online activity
- Individual Presentations and critiques
- Group presentations and critiques
- Self-directed independent study

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks, a portfolio of evidence to include:

Retail Trend research file

Visual Merchandising Case study and future strategy scheme presentation

Online Visual concept pack

This unit is assessed holistically (100% of the unit) **(pass/fail)**

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

- Application of research methodologies in relation to Visual Merchandising and emerging retail trends (LO1)
- Demonstration of synthesis and evaluation to existing strategies and visual concepts (LO2)
- Demonstration of technical ability and applied skill in Google sketchup software (LO3)
- Application of knowledge and understanding of effective visual communication (LO5)
- Demonstration of individual creativity and understanding of brand aesthetic to develop original concepts (LO8)

Essential Reading list

1. Bailey, S. and Baker, J. (2014). *Visual Merchandising for Fashion; Basics Fashion Management*. Fairchild Books; Bloomsbury Publishing; London.
2. Bell, J. and Ternus, K. (2002). *Silent Selling: Best Practices and Effective Strategies in Visual Merchandising*. Fairchild Publications; London.
3. Clark, J. (2015). *Fashion Merchandising: Principles and Practice*. Palgrave Publishing; London.
4. Morgan, T. (2010). *Window Display: New Visual Merchandising*. Laurence King; London.
5. Morgan, T. (2011). *Visual Merchandising; Window and in-store displays for retail*. Laurence King; London.
6. Pegler, M. (2012). *Visual Merchandising and Display*. 6th edition. Fairchild Books; United Kingdom.
7. Russell, P.J. (2015) *Field visual merchandising: developing a national in-store strategy using a merchandising service organisation*. Kogan Page Ltd; United Kingdom

Further Reading and Resources

Further reading and resources will be identified in your Unit Handbook / Project Brief.

Unit Relevant Websites

<http://www.businessoffashion.com>

<http://www.drapersjobs.com/>

<http://www.fashioninganethicalindustry.org>

<http://www.firstview.com>

<http://www.wgsn-edu.com/edu/>

<http://www.pausemag.co.uk>

<http://www.style.com>

<https://www.lsnglobal.com/>

<http://www.mintel.com/>