



ACCF FDWD 290 DESIGN OF WINDOW DISPLAYS

Course	Window Display Design
Professor	Silvia Scarponi / Rosalba Romanelli
Semesters offered	Fall / Spring

Course Description	<p>The course is a basic but intensive introduction to window display design. It is the key step to those who aspire to become visual merchandisers as well as retail designers.</p> <p>How to capture the customer's attention and trigger their desire using creativity and technique? The program combines basic elements of visual merchandising as well as important basic tools of design.</p> <p>In order to improve and accelerate students' professional skills, part of the program will be developed in close relationship with partner stores, using the "learning by doing" approach.</p> <p>Course format A combination of lectures, discussions, group activities and work in the field. Lectures are held in English and Italian with the support of Powerpoint presentations and videos.</p> <p>Course content Introduction to visual merchandising, principles of design and visual communications. Class discussion and assignments. Analysis of window displays and brand visual communications.</p> <p>Lesson on site in stores To get in touch with real professionals and spend a day following them working.</p> <p>Workshop Design and installation of a window display with the creation of unique decoration using different techniques.</p>
Learning Objectives and Outcomes	<p>Upon the completion of this course students should be able to:</p> <ul style="list-style-type: none"> • solve visual merchandising problems by designing successful window displays and visual presentations with an understanding of the store/business image and target market. • meet the clients (partner stores) and collaborate with the store's visual merchandiser. • create a window display, including its installation in the store. • design and create unique decorations both manually and using computer programs.
Student Assessment	<p>Criteria of evaluation:</p> <ul style="list-style-type: none"> • Attendance. • Group activities and workshops. • Creative expression. • Individual research and homework.

Bibliography, Webography, Filmography	<p>Books:</p> <ul style="list-style-type: none"> ● <i>Visual Merchandising: Window and In-Store Displays for Retail: Windows and in-store displays for retail</i>, Tony Morgan ● <i>Retail design: Progettare la shopping experience</i>, Michele Trevisan, Massimo Pegoraro <p>Video:</p> <ul style="list-style-type: none"> ● The art of mannequin makings ● Backstage at Louis Vuitton Circus ● Making of the Prada windows for Barneys ● Antropologie butterfly ● Ferragamo <p>Readings:</p> <ul style="list-style-type: none"> ● Art and window display http://www.theartstory.org/blog/how-a-nyc-department-store-launched-the-art-careers-of-warhol-and-friends/ ● Emotional Effects of Shop Window Displays on Consumer Behavior https://www.researchgate.net/publication/258685091 ● What is a mannequin and how is it used? ● Andy Warhol and the Anxiety of Effluence http://blog.art21.org/2012/10/04/on-view-now-andy-warhol-and-the-anxiety-of-effluence/#.WGuAmWThAy4
--	---

Week 1	Lecture: 001 fall - What is a Window Display? City Center: Window Display analysis/homework
Week 2	Lecture: 002 fall - Emotional reading Homework presentation Exercise in class
Week 3	Lecture: 003 fall - Space management Intro Assignment 1 - Brand identity and analysis
Week 4	Lecture: 004 fall – Focal point Outside: Real window analysis and inspiration Assignment 1 submission
Week 5	Lecture: 005 fall - Mannequin Intro Assignment 2 - window project and maquette
Week 6	Fashion Museum visit /Ferragamo Museum
Week 7	Lecture: 006 fall Store visit
Week 8	Assignment 2 submission Window display visit: life painting
Week 9	Fashion Museum visit /Gucci Garden
Week 10	Lecture: 007 fall Assignment intro - Photo setting

Week 11	Assignment review Photo setting - ideas and realization
Week 12	Lecture 008: focus on a topic Assignment review
Week 13	Working on final project
Week 14	Working on final project
Week 15	Final evaluation: group review of final project
NOTE	Class programs can be subject to variation. Please check the classroom stream for updates.