

Summer Study Abroad – Visual Merchandising



Module Overview

In Visual Merchandising we focus on the creative side of window design. We will start by analysing window design by some of the most ground breaking brands in the world. From this base we will go on to look at how to tell creative stories while still being able to sell product with in the classic confines of the vitrine. We will look at how this story telling feeds into in store displays. Specialists in all fields of this area of design will be invited to visit and to lecture or to set short projects on both the creative, scientific and legal aspects of this subject. Further visits to places of design interest such as galleries, exhibitions, model making shops and museums are also part of the course.

A combination of short one day and longer group projects will be set through the 3 weeks. The course will provide a structure towards good design practice that involves deep research, development of creative ideas, as well as practical creative play. The course will provide you with high quality two and three-dimensional presentations for your portfolio. You can expect an insightful, fun and intense studio experience working alongside like-minded students.

Class hours:	75 hours
Non-class hours:	15 hours
Course level:	Open
Entry requirements:	This course is open to students who already have some technical abilities within the area of spatial design but want to explore the more creative aspects of this subject.

Project Description

Week 1: Introduction to the course, tutor and contributing tutors.

Students concentrate on developing good design and research skills, understanding the role of the Visual Merchandiser through visiting lecturers and short projects.

The week covers “the brief” – how to read a brief and research based on a concept. As well as how to start broad and narrow down your ideas.

Visiting industry professionals will delivery talks about their practice and they will also set short project briefs. The week will culminate with in a group critique.

Week 2: One group project and a solo project is set – including practical days and visiting lecturers.

As the second week progresses tutors encourage practical approaches, deep research and collaboration.

Week 3: Students focus on a final project to culminate in a real window display within the CSM building at Granary Square. Through the students are supported in their research, design and production of their final work. Including trips to relevant exhibitions and a final critique.

Aims

- Understand and explore the primary print techniques used for textiles
- Establish a language of 2D design: pattern, space, colour, form, etc.
- Promote an experimental and developmental approach to designing

Learning Outcomes

- Understanding the power of the window display space and medium
- How to read a brief
- Research skills
- How to present a concise concept
- Some practical testing and skills - play with materials
- Ability to create a well edited deck of research and development which explains ideas and concept

Materials Required

- Optional: iPad with installed “procreate app” and Apple pen
- Optional: tablet or a laptop
- Camera phone
- Notebook
- Pen

Please note that for the final project you will need to supply your own materials for the window display model. With the guidance of your tutors you will have an opportunity to buy these from suppliers in London, you should budget at least £100 for this.

Tutors

Anna Burns is a spatial designer and art director who has been running her multi-disciplined Design Studio in Hackney for the past 15 years. She has created windows and installation work and pop up stores for brands such as Hermes, Coach, Christian Louboutin and Tiffany, amongst others. Her photographic set design includes collaborations with world renowned photographers including Michael Baumgarten, Miles Aldridge, Ellen Von Unwerth, Tom Craig and Mert Alas and Marcus Piggott. Working on both editorial and advertising projects she has frequented the pages of Love Magazine, British, Casa, Italian, Japanese and Chinese Vogues as well as creating sets for commercial brands such as Isabel Marant, Hermes, H&M, Balenciaga and Benetton.