

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

**SUMMER
COURSES**

**Visual
Merchandising**

2nd SESSION:
July 11th – July 21st 2023

VISUAL MERCHANDISING

School: NABA, Nuova Accademia di Belle Arti

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Course Structure: 45 hours – 9 lesson days

ECTS: 3 ECTS credits*

*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

TITLE – AREA

Visual Merchandising (Intermediate Level)

COURSE DESCRIPTION

The visual merchandiser is the person in charge of the styling of the stores and shop windows from both the aesthetic and also commercial point of view, enhancing the brand and devising promotion and sales activities.

During the course, based on theoretical classes and practical activities, you will learn the strategic skills of a brand, how to enhance its image and products, how to set up spaces and design them. The course provides the essential tools to organise the product range according to rational criteria (such as colours, sizes and so on) and to manage the brand image from a sale point view – presentation of total looks, managing colours, exhibition layout, design set-up and shop window display. The course allows students to develop the necessary skills in order to understand the market, the new trends and consumer needs.

COURSE OBJECTIVES

The aim of the course is to provide students the skills necessary in order to enhance the brand identity in the store, no longer a simple place of purchase, but a stimulating, exciting, strategic space for sales and customer loyalty.

ADMISSION REQUIREMENTS

This course is intended for students who have a background in fashion and who are attending or will attend their first year of university studies in art and design.

Creativity and motivation are considered a plus

OUTPUT

The course will introduce the basics of retailing, which includes the concepts of shops windows and showrooms, afterwards students will start their own project, designing possible ways to style a concept store of a brand of students' choice.

LIST OF MATERIALS AND TOOLS

Laptop

Scissors

Glue

Recent international fashion magazines

White cardboard 50cmx70cm

ATTENDANCE POLICY

Class attendance is required for successful completion of the course. Attendance will be taken every class period. On the last day of classes, **instructors will issue a Certificate of successful attendance only to all students who completed at least 80% of the course.**

COURSE POLICY

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated.

Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

TEACHING METHODS

Learning by doing: a mix of theoretical and practical classes.

Team working is essential for a visual merchandiser in order to mix marketing and creative aspects together.

Grading

Total number of ECTS assigned for the successful completion of the course: **3 ECTS**

Grading Weights		Grading Scale
1. Attendance	30 %	Excellent = 90-100
2. Participation and Creative Process	40 %	Good = 80-89
3. Final work / Final presentation	30 %	Average = 70-79
		Below Average = 60-69
TOTAL	100 %	Poor = 59 or below

	Excellent 90 -100%	Good 80 – 89%	Average 70 – 79%	Below Average 60 – 69%	Poor Below 60%
Attendance (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
Participation and Creative Process (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
Original Project (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal

Course Schedule*

1ST WEEK

Day	Time	Professor	Lesson-subject
Day 1 Tuesday		NABA Staff	Welcome and Registration
			Awareness of personality and professionalism
Day 2 Wednesday			Who is a visual merchandiser?
			Project assignment
Day 3 Thursday			Job opportunities - knowledge of different distribution formats
Day 4 Friday			Colours and colour palette

2ND WEEK

Day	Time	Professor	Lesson-subject
Day 5 Monday			Props and tools
Day 6 Tuesday			Light and lighting technology
Day 7 Wednesday			The role of the visual merchandising
Day 8 Thursday			Projects review
Day 9 Friday			Final presentations

*The school reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location.
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.