



**istitutomarangoni**



**SHORT COURSES  
FASHION VISUAL MERCHANDISING**

Version 01

**Brief descriptive summary**

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni short courses prepare students in the principles of subjects such as Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior Design, Product Design, Art History and Art Curation.

**1 Certification attained**

Istituto Marangoni Certificate

**Course information****2 Educational & Programme Aims****Educational Aims:**

- to develop flexible approaches to programme delivery and student support, which reflect the needs and expectations of our learners;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to develop the students' intellectual abilities, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on completion from all courses;
- to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

**3 Course Learning Outcomes**

On successful completion of the course, students will be able to:

- Recognise fashion styles in combining historical and contemporary images and trends;
- Examine different type of aspects (shapes, faces, physiognomy) in order to realize a correct image and style;
- Demonstrate understanding of the core principles and strategies of Visual Merchandising, utilising effective communication formats;
- Interpret creative briefs and apply research methods;
- Produce creative solutions, evidencing the design development process.

**4 Teaching/Learning and Assessment Strategy****Curriculum:**

Discover the creative techniques of visual merchandising and visual display used to maximise the profitability of a window display or of a retail store. This short course teaches the fundamentals of fashion visual merchandising from displaying and styling a fashion product, to designing a store window and in-store installation.

The course also explores the fundamental aspects of consumer behaviour, key to creating a unique buying experience for every customer, and to building a loyal customer base.

**Week 1**

Participants will be introduced to visual merchandising by exploring its role within the current fashion retail market, as well key visual communication strategies employed to attract the customer and promote a sale.

External store communication will identify some of the key design methods used in facades, access, and windows. In the first week focus is on researching successful and alluring displays, and the distinctions between presenting for commercial retail stores and luxury markets or boutiques.

**Week 2**

This week looks in more detail at image, layout, and the window display. Internal visual merchandising communication strategies will be introduced investigating key methods of store layout and in-store design in terms of props, fixtures and materials. Display methods utilising styling, space assignment according to sales objectives, and the importance of product grouping will also be introduced. Throughout the course participants will also gain a broad overview into the importance of branding to further understand consumer engagement.

### Week 3

The final week focuses on the product including levels of display and sales, and further investigates the retail experience from a consumer perspective. Participants will expand their understanding of visual merchandising by exploring retail concepts and strategies that embrace both digital and physical mediums to promote the 'brand experience'. The final week also covers the importance of customer loyalty, after sales techniques and the overall 'customer experience'. During the course participants will have the opportunity to develop a basic visual research folder with design boards, and understand the rationale behind key visual merchandising concepts.

#### Assessment:

##### Formative Assessments:

This consists in a daily interaction with the tutors that through feedback help the trainees to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

##### Summative Assessments:

These are formal assessments and are a means of gauging trainee learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of trainee work, examples as follows:

**Portfolio Assessment** is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.

**Practical and class-based projects** allow students to apply their theoretical understanding of a specific subject area.

**Written Reports** are required in some study areas and these will in some cases be a response to industry briefs, allowing students to reflect real industry requirements and to present work to industry standards through report writing.

**Presentations** are used in some subjects to allow students to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations students are actively encouraged to embrace new technologies and media in an innovative way where appropriate.

### 5. Course structure

Subjects
Visual Merchandising
Visual Merchandising Techniques
Seminars

### 6. Personal Development Planning

#### PDP/Individual Development Tutorial

The Director of Education and the Academic Service support the personal development of students. One-to-one appointments may be made by phone, through the receptionists or by email. Students can expect to be seen almost immediately to discuss any issues they may have.

#### 7. Tutor Responsibilities

The Director of Education has the responsibility for implementing the strategic direction of the courses and the co-ordination of the academic teams and administration, necessary for the successful day-to-day operation of the school.

The Tutors' responsibilities include:

1. all matters pertinent to the proper day-to-day operation of the programme involving leading and supporting students;
2. advice to the Director of Education on appropriate delivery for the continuing development of the programme;
3. recommendations in areas for curriculum development;
4. liaison with the Student Support Officer to ensure appropriate study support is available to students;
5. recommendation of the appropriate level of resource required for the short course;
6. maintaining the quality of educational standards.

#### 8. Student Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience, in a pedagogic, practical and pastoral way:

- a. programme handbooks provide relevant information to students;
- b. the use of the Library, online resources (where available), and the centre facilities help students to reach the skills and knowledge expected on the course;
- c. Tutors and the Director of Education guide students to the most appropriate help.

### Student Support Officers

Istituto Marangoni provides Faculty Student Support Officers, who act as the first point of contact for students for pedagogical counselling.

For matters of pastoral care the Student Support Officers help in:

- finding their way around;
- managing their time;
- dealing with stress;
- exam tips;
- getting the best from their course;
- understanding and applying the School's rules;
- anything else the officers can advise on.

One-to-one appointments may be made by phone, through the receptionists or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.

### 9 Student Feedback

Student feedback is essential to programme development and student comments are used to enhance both the successful management of the programme and the teaching/learning strategies.

Istituto Marangoni gathers student opinion in a variety of ways, which may include the following:

- Informal contact with the Tutor, through appointments with academic staff;
- Issues will be taken to Programme Reflective Meetings and added to the Annual Academic Monitoring Report;
- Formal Student Representation;
- Final Questionnaire (at the end of a study cycle);
- NPS (Net Promoter Score) Questionnaire (at the end of each academic year).

It would be desirable that students provide details of their identity when giving constructive feedback on the course and teaching methods. There might be occasions when that is not appropriate and Istituto Marangoni recognises such exceptions. In these instances, the programme teams and central support services will ensure that anonymity and confidentiality are respected.