



DOMUS ACADEMY MILANO
Think further, Design beyond

Design Experience Programmes 2023

Visual Merchandising Experience

SUMMER SESSION 2: from 3rd to 14th July 2023



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Domus Academy Design Experience Programmes – Summer 2023

VISUAL MERCHANDISING EXPERIENCE

School: Domus Academy

Address: Via Darwin 20, 20143 Milan, Italy

Course Structure: 60 hours – 10 lesson days

Period: from 3rd to 14th July 2023

ECTS: 4 ECTS credits*

* ECTS credits will be indicated in the final transcript upon successful completion of a course, but will be transferred at the option of each student's home university

TITLE – AREA

Visual Merchandising Experience – Fashion Area

FACULTY

The course content and objectives have been defined and supervised by the Programme Leader Gianfranco Olivotto who will select the teaching faculty.

COURSE DESCRIPTION

This course will involve in-depth research and analysis of brand DNA and retail benchmarking to develop and implement retail experiences. Students will learn to balance brand values and identity with the location, space, and storefront of an assigned store with commercial feasibility. Students will work on projects that involve concept development for touchpoint implementation with in-store layouts and experience, window displays and visual merchandising tools.

ADMISSION REQUIREMENTS

This course is intended for students in their last years of an undergraduate program, postgraduate students and recent graduates in the areas of fashion design, fashion styling, accessory design, arts, humanities, economics, or business. The programme is also open to candidates with a background in other disciplines, if they are motivated by a strong interest in fashion management and visual merchandising.

COURSE OBJECTIVES

The aim of the course is to introduce students to the world of Retail & Visual Merchandising in its most relevant aspects, and to teach them a design and professional approach in order to boost brand awareness and create an immersive experience in a brick & mortar store. Furthermore, the educational goal of the course is the development of visual skills through the exposure to different issues about the representation and the transformation of retail and relational spaces.

Students will analyze the visual identity of fashion brands in order to develop a consistent and eye-catching visual display.



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Working as a member of a design team, they will create a concept and develop one original prototype design.

COURSE OUTPUT

The final project will consist of a pop-up store reflecting the brand identity and developing an immersive experience in order to increase the Brand's identity and ROI.

Upon successful completion of this course students will be able to:

1. "Analyze" the Brand in all its complexity;
2. Translate the visual and aesthetic codes into a retail experience;
3. Generate customers' interest and engagement in the fashion brand.

LIST OF MATERIALS AND TOOLS (to be brought by students)

Laptop

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 Domus Academy 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

A mix of theoretical lessons, field trips and practical workshops.

FACULTY SHORT BIO

Programme Leader: Gianfranco Olivotto

After earning his bachelor's degree in modern languages and literatures at the University of Catania, Gianfranco Olivotto moved to London, where he worked as a visual merchandiser for the Benetton Group. Back in Italy, he worked on projects with Dolce & Gabbana, Mantero Seta, and Juicy Couture. In 2000, Olivotto worked on the launch of Neil Barrett's first collection and then served as head of the company's public relations and press department until 2004.

In 2005, Olivotto co-founded a visual merchandising and branding agency that worked with fashion brands such as La Perla, Ralph Lauren, Borsalino, John Varvatos, developing the projects related to retail and visual communication. In 2012, Olivotto joined Domus Academy as Programme Leader of the Master in Fashion Design and Master in Fashion Styling & Visual Merchandising.



ASSESSMENT AND GRADING

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



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COURSE SCHEDULE

1st week

Day	Time	Professor	Hours	Lesson-subject
Day 1 Monday 3 rd July 2023	9:30 – 10:00	DA Staff		Welcome and Registration
	10:00 – 13:00		3	Course Introduction and Workshop Presentation
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Lesson
Day 2 Tuesday 4 th July 2023	10:00 – 13:00		3	Lesson
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Field Lesson/Site Visit 1
Day 3 Wednesday 5 th July 2023	10:00 – 13:00		3	Lesson
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Lesson



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Day 4 Thursday 6 th July 2023	10:00 – 13:00		3	Lesson
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Field Lesson/Site Visit 2
Day 5 Friday 7 th July 2023	10:00 – 13:00		3	Lesson
LUNCH @ CAMPUS CAFETERIA				
Friday afternoon: FREE				

2nd week

Day	Time	Professor	h	Lesson-subject
Day 6 Monday 10 th July 2023	10:00 – 13:00		3	Workshop
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Field Lesson/Site Visit 3
Day 7 Tuesday 11 th July 2023	9:00 – 13:00		4	Workshop
LUNCH @ CAMPUS CAFETERIA				



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	14:00 – 18:00		4	Workshop
Day 8 Wednesday 12 th July 2023	9:00 – 13:00		4	Workshop
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Field Lesson/Site Visit 4
Day 9 Thursday 13 th July 2023	9:00 – 13:00		4	Workshop
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 18:00		4	Workshop
Day 10 Friday 14 th July 2023	9:00 – 13:00		4	Final Presentations and Certificate Awarding
LUNCH @ CAMPUS CAFETERIA				
Friday afternoon: FREE				

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.