

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

**SUMMER
COURSES**

**Visual
Merchandising**

2nd SESSION:
July 12th – July 22nd 2022

VISUAL MERCHANDISING

School: NABA, Nuova Accademia di Belle Arti

Address: Via Darwin 20, 20143 Milan, Italy

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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 TEACHERS

Roberto Bonanomi

COURSE DESCRIPTION

The Visual Merchandiser is a professional responsible for the creativity of the outfitting of the stores, shop windows and interiors, of the showrooms both from the aesthetic and from the more commercial aspect of the brand, enhancing the brand and devising promotion and sales activities. During the course, consisting of theory lessons and practical activities, you will learn the strategic knowledge of the brand, how to enhance its image and products, set up spaces and design them. The course provides the essential tools to organise the product range according to rational criteria (colours, sizes, folding...) and to manage the brand image at the point of sale: presentation of the total look, use of colour, exhibition layout, set-up design and window concepts' design. The course will allow development of the necessary skills to understand the market and new trends and consumer needs.

COURSE OBJECTIVES

The aim of the course is to provide students with all the techniques and creativity necessary 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

Creativity design skills and motivation

OUTPUT

We will start with the basic requirements for retail including shops windows and showrooms, then we will move to the final project, creating a design for a concept store for a brand of the student's choice.

LIST OF MATERIALS AND TOOLS

Laptop (for working at home)

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

The initial focus is on taking raising awerness of themselves and their qualities.

Groupwork and teamwork are essential requirements for the Visual Merchandiser to meld with the marketing and creative aspects of the fashion business. Therefore, work will be done in groups with emphasis on malleability and flexibility. Empathy is a fundamental matrix. The theory will then be supported by a group discussion and practical exercises.

TEACHER'S SHORT BIO

Roberto Bonanomi

I attended the European Institute of Design studying Graphic Design and Visual Communication. Following this I joined a cosmetic company as Art Director in the creative area for 13 years.

I had the opportunity to enter in the fashion industry at Prada as Visual Merchandiser. From the beginning I was in charge of the new openings, during this time, I travelled around the world and was responsible for the whole process of the realization of the shops. This improved my skills particularly in organization, relationship and creative attitude. After several promotions I became the Visual Manager for Italy and Southern Europe.

Lately I left the fashion world to become a holistic counselor to hone my relationship building skills.

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	h	Lesson-subject
Day 1 Tuesday		NABA Staff		Welcome and Registration
		R.Bonanomi		awareness of personality and professionalism
Day 2 Wednesday				Who is the Visual Merchandiser?
				project assignment
Day 3 Thursday				job opportunities and knowledge of the different distribution formats
Day 4 Friday				Colors and color palette

2ND WEEK

Day	Time	Professor	h	Lesson-subject
Day 5 Monday				Props and tools
Day 6 Tuesday				Light and lighting technology
Day 7 Wednesday				The V.M. in the relationship
Day 8 Thursday				review of the project
Day 9 Friday				project exhibition

*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.