

NABA

**NUOVA ACCADEMIA
DI BELLE ARTI**

**SUMMER
COURSES**

**Visual
Merchandising**

**2nd SESSION:
July 13th – July 23th 2021**

VISUAL MERCHANDISING

School: NABA, Nuova Accademia di Belle Arti

Address: Via Darwin 20, 20143 Milan, Italy

E-mail: summer@naba.it

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 (Advanced Level)

COURSE TEACHERS

Damon Pittman

COURSE DESCRIPTION

The analysis of visual merchandising strategies for showrooms, concept stores, mono- brand stores, and department stores, will be the key elements of this course, along with the study and understanding of the tools used to create a strategic language for fashion brands. Students will develop a theoretical, analytical, and critical approach through guided tour visits to the most relevant concept stores in Milan.

At the end of the course they will be asked to develop an individual project.

COURSE OBJECTIVES

The course has been designed to provide international students the necessary tools to understand the dynamic context of the fashion business, and the key activities in fashion buying, retailing and merchandising to find out which is the right way to merchandise each single brand and emphasize its own products. Students will learn how to develop an idea to realize a final project.

ADMISSION REQUIREMENTS

This course is designed for final year university students or those with some initial working experience in the field willing to explore new opportunities combining strategy and creativity.

OUTPUT

The students will be expected to produce and analyze the strategies of a Fashion Brand and develop their own retail strategy as final project.

LIST OF MATERIALS AND TOOLS to be brought by students

Laptop
USB Key
Digital Camera

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 lessons, field trips and practical workshops.

TEACHER'S SHORT BIO

Damon Pittman

Damon Pittman was born in Washington D.C., and has worked in sales and marketing in such cities as Amsterdam, London, New York, Paris, and Milan for over 20 years. With a degree in Clothing, Textiles, and Fashion Design he has always been intrigued with everything related to the fashion industry (from the branding standpoint, to the design studios, to the retail outlets, and the best way to market such goods). His professional work experience includes working in Retail Management for such companies as Coach Leatherware and Polo Ralph Lauren. Since 2009 he has worked at NABA and Domus Academy leading courses in fashion marketing.

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
				Introduction to the course: fashion markets and fashion marketing
Day 2 Wednesday				The brand: Retail Brand Marketing
				The Flagship store: strategic purpose, international flagship stores
Day 3 Thursday				*Field Trip
				Concept store, slow shopping and e commerce
Day 4 Friday				Case studies
				*Field trip
				Competitive marketing strategies of fashion brands, global markets and global supplies

2ND WEEK

Day	Time	Professor	h	Lesson-subject
Day 5 Monday				Visual Merchandising: store design, layout, colors, lights
Day 6 Tuesday				Field Trip*
				Trend development, fashion trends and season, fashion forecasting
Day 7 Wednesday				Ground research
				Focus on a brand and new strategies of merchandising and retail: questions and answers
Day 8 Thursday				Workshop: from the idea to full project
				Field Trip*
Day 9 Friday				Project: questions and answers
				Closing remarks and projects discussion
				Projects discussion

*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.

