

Year 3
24.11.2022

Attainment workshops *Process*

Learning Outcomes

As you are aware your assignments at LCC are marked against the five UAL assessment criteria.

The Learning Outcomes are;

Enquiry

Knowledge

Process

Communication

Realisation

Today we are
going to explore
Process.

Process means; a series of actions or steps taken in order to achieve a particular end & result.

Learning Outcomes *Process*

Plan and implement a working process that meets the requirements of a design problem, undertaking research and producing a designed outcome that reflects your personal ambition as a graphic branding & identity designer. Industry Practice Unit.

Confidently select and describe strategies for managing projects, deadlines and consultations including your process for identifying, exploring and developing appropriate media and techniques. Major Project Studio Unit.

In your work you need to...

Demonstrate your design industry related personal and professional qualities in the successful completion and presentation of an industry-set brief. Industry Practice Unit.

Evidence independent reflection and project management throughout the unit and articulate the key stages of these within your process document.

Continues on next slide.

Demonstrate independence, initiative and appropriate time management throughout the unit. Evidence your ability to collaborate with others/contribute to critical debate through the tutorial process.

In your process document, clearly articulate and illustrate a range of ideas and the experimentation you have undertaken to progress your projects to a final solution.

Major Project Studio Unit.

As GB&I graduates you may end up working for a medium or large sized design agency.

You might set up your own company or freelance to gain experience.

Another option is to work in-house. Many large businesses have their own in-house team to create any design assets required.

In-house refers to an activity or operation that is performed within a company, instead of relying on outsourcing.

Most retailers have an in-house design team. They design for all areas of the business including packaging, windows, point-of-sale decor, digital screens, branding, magazines & leaflets, online & social media and special events for areas such as clothing, homeware, beauty, food and customer loyalty.

Designs are created to delivered a consistent and compelling, 'on brand' customer journey.



Marks & Spencer
Eat Well Campaign customer journey

Retail design schemes

In-house design teams create schemes and decor to highlight important events in the calendar including Chinese New Year, Valentines Day, Pancake Day, Mothers Day, Ramadan, Easter, Eid, Fathers Day, Summer Shop, Back to School, Halloween and Christmas.

These entice shoppers and also create a halo affect where spending is increased just by being in the store.



300 x 1000



40 x 20



300 x 1000



40 x 20



1/3 A4 generic



1/3 A4 generic



1/3 A4 deal



1/3 A4 deal

Marks & Spencer
Campaign concepts for decor: Great British Flavours food range



seagulls jiggle up and down

hot air balloon goes upwards

spotty ball moves between people

big wheel goes round

balloon boy as decal



plane jiggles around in a circle

eyes look up as balloons go upwards

big wheel goes round

Marks & Spencer
 Campaign concepts for windows: Great British Flavours food range



Marks & Spencer
Halloween - packaging designs used to create the decor scheme

AUTUMN 2012
HALLOWEEN FOOD DECOR



AUTUMN 2012
HALLOWEEN FOOD DECOR



AUTUMN 2012
HALLOWEEN FOOD DECOR



AUTUMN 2012
HALLOWEEN FOOD DECOR



AUTUMN 2012
HALLOWEEN FOOD DECOR



AUTUMN 2012
HALLOWEEN FOOD DECOR



AUTUMN 2012
HALLOWEEN FOOD DECOR



AUTUMN 2012
HALLOWEEN FOOD DECOR





Marks & Spencer
Autumn scheme windows & decor



Christmas is really important to retailers as it is when they make a large portion of their yearly profit.

A stores Christmas scheme encourages shoppers to visit, so the design of the scheme is given a lot of time and consideration with a new theme and decor created every year.

MAGIC & SPARKLE

Create some MAGIC & SPARKLE this Christmas

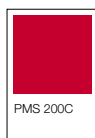
Create some MAGIC & SPARKLE this Christmas



white crystallally powder finish

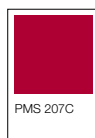


matt white



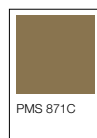
PMS 200C

C:03
M:100
Y:70
K:12



PMS 207C

C:05
M:100
Y:48
K:22



PMS 871C

C:31
M:38
Y:70
K:10



update bow



front view

side view



option 1



option 2





Marks & Spencer
Christmas windows visuals & mockups

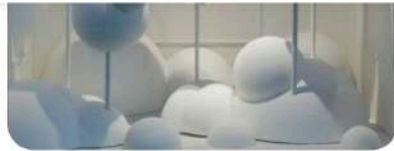
Creating a Scheme

To create concepts for any instore scheme including Christmas. The creative team often begins by comp shopping their competitors - looking and photographing other stores decor and considering previous years schemes both in the UK and Internationally. These are then put into themes to conceptualise a new design for the following year.

Comp shop

Comp shopping or competitive/competitor shopping is where you analyse what your competitors are doing in terms of products, offerings and their marketing message. It's important as anyone selling products, or even services, means you need to know what your competitors are doing.

- Shop
- Christmas
- Halloween
- Design
- Winter
- Holiday
- Autumn
- Shop
- Fashion
- Store front christmas
- Profiles

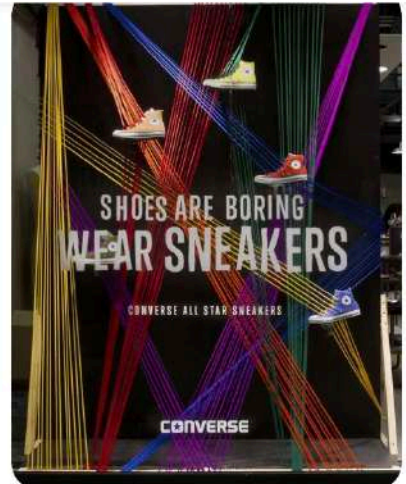


100+ Creative Store Display Window Designs - Part #2



8-Foot Multicoloured Waterfall Light-Up Led Christmas Tree

Promoted by Very.co.uk



100+ Creative Store Display Window Designs - Part #2



ZARA windows in EmQuartier in Bangkok, Thailand



5 Ways to Make Outstanding DIY Window Displays For Your...



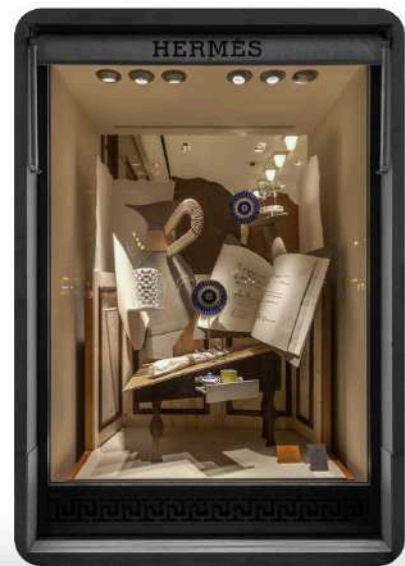
Retail Wholesale | B2B Wholesale | Nationwide - Morplan



100+ Christmas Window Display



maurizio galante and tal lanman create whimsical dreamscapes...



Pinterest
Comp shop, windows display, retail design...

Pinterest

Is another great resource for retail design schemes world wide. Search using the words comp shop, retail comp shop, windows display or windows display design and you will find hundreds of examples on different themes, some are incredibly inspiring and worth taking a look.

Tips for comp shopping

Before you go comp shopping come up with a plan for what are you looking for.

- What's at the front of the store or on the homepage banners?
- What's on sale/promotion?
- Can you spot any styles this company continually revamps each season?
- What is their marketing message in-store and online?

Visual merchandising is a great way to spot new themes and trends that are emerging. Most stores will test themes in their visual merchandising before bringing in products based on these themes. It starts to get the customer used to the trends and open to it so their more receptive to buy when products appear.

Companies like J Crew, Anthropologie, Selfridges are always experimental in their approach and ones to watch.

Take photos while you're in the store of the products and visual merchandising. Or take screenshots online of the home and product pages. Having the visuals will remind you of the details of what you've seen.

Write down notes while you're in-store or online. It doesn't have to be a dissertation but do jot down the key points. I find creating a simple PowerPoint presentation or Google Slides doc is great as you can add to it for future visits and it keeps the documentation very visual.

Your design brief

Today you are going to *implement a working process* to use as a basis for research, that you could use for your design concepts. You are going to complete your own comp shop of Christmas retail schemes.

You are asked to walk along Oxford Street & the surrounding area - Carnaby Street etc. You can go in small groups but everyone should take their own photographs.

Your design brief

Start by photographing your chosen store windows.

Then go inside to look & document the whole customer journey throughout your chosen store.

You are asked to do this across a number & variety of retail environments.

It is important to consider and document all aspects of the design including;

1. Branded windows
2. Instore scheme & point of sale
3. If the store has a food hall, does it have a separate look?
4. How is the scheme implemented across the design of leaflets, a magazine and the carrier bag for the shop?

Try to document all of these in your comp shop.

You can also consider and include;

5. Look online - is this also consistent?
6. Consider the TV advertising for the brand which is usually created by a separate agency - is it all onbrand creating a consistent customer journey?

Choose one from each category to investigate;

1. High end - Selfridges, Liberty
2. High street - M&S, H&M, &OtherStories
3. Independent such as Vans, LazyOaf
4. Something extra & thought provoking

You are also free to choose your own alternatives as long as you consider different markets and sizes of store.

Shoot

Now its your turn.

Walk, explore, observe & document what you see.

Collate

Once you have completed your comp shop you can review & edit the images you have taken into 3 different Christmas trends.

Put your findings into themes such as 'oversized', 'frozen winter wonderland' etc. Name each trend.

Create a mood board for each of your 3 themes using your photographs of windows & instore decor.

If you have time...

You can use the process of comp shopping and finding themes as a basis for the design of your own Christmas retail scheme.

Please email your
completed moodboards to
s.mansell@lcc.arts.ac.uk

Learnt

Let's think about what you have learnt about *process* today? What do you plan to explore further?

Design

You could use your findings to create your own Christmas scheme for retail windows and instore. What would your theme be?



What have you learnt that you could apply to future design assignments?