

1st edition

EXPERIENCE DESIGN FOR RETAIL

Summer Courses 2018
Advanced Level

Calendar: from July 2nd to July 27th of 2018

Timetable: Monday to Friday, from 9.30 am to 2.30 pm

Language: English

Structure:

July 2nd: Opening ceremony and beginning of lessons

July 27th: Diploma award ceremony

Some of the complementary activities might be organized out of school schedule, to agreeing before with students.

For courses taught in English, an intermediate level is required, corresponding to TOEFL 450 (PBT) or IELTS 5.0.

Introduction

The Experience Design for Retail summer course offers a wide-ranging, up-to-date overview of how to implement new experiences inside and outside retail spaces, linking them to a cyclical, 360° strategy. All participants therefore have an opportunity to get to know new tools and methodologies applicable to any market segment where innovation and strategy development are key factors in creating enriching, memorable experiences. All this knowledge will enrich and expand the participants' vision and their methods of facing up to new challenges with a more strategic viewpoint.

To achieve the desired experience, a variety of methodological models will be used. From these it will be possible to examine all the factors involved in the growth of a brand and apply them to tracking it in different sectors, such as digital development (online applications), retail shape and space development, and brand identity and brand management, at the theoretical and practical levels. At the same time, the main theoretical building blocks will be evaluated and the market contexts and their inputs and social developments will be experienced in situ in the city of Barcelona, as example of how a brand universe is structured.

Objectives

- Understand the basic structure for building a brand architecture, based on the development of a strategy conceived and designed to include a coherent dialogue between all the scenarios. In these scenarios, the brand's philosophy and values must be communicated and extrapolated to the experience inside and outside the retail space.
- Explore and interpret every retail space as a point at which the intangible essence of each brand takes on a tangible form in graphical pieces in which it is humanised, thanks to those who are involved in that space. From this perspective, the participants will come to understand experience design and the way in which value can be created through it.
- Interpret the way in which an overall strategy based on experience design is created and its implications for retail spaces.

Methodology

The 2018 Experience Design for Retail Spaces summer course focuses on the universe of effective, viable, real-life Brand Experiences involving retail spaces. This leads to an overall understanding of how to structure working methodologies from which new processes can be developed for producing experiences inside and outside retail spaces.

To do this, it is essential to create a single project that must implement all the methodologies and concepts encountered during the series of workshops, theoretical classes and planned visits to Barcelona, which will provide the elements needed to complete the project correctly.

This course is directed to answering the question: How do we create memorable, coherent, viable experiences? Therefore, three axes of development will be used to create brand experiences:

- The first of these will be to get to know and create the architecture for a brand. This involves designing and developing the brand universe, which will be the axis along which all the peripheral evidence implicit in a business model will be extrapolated.
- The second focuses on understanding the role of the retail space and its design as a place where the brand universe and its values converge and translate into tangible elements. On this axis it is essential to think of the complete experience, the before, during and after. This will show how and which types of peripheral evidence must be designed and developed in order to create the user experience in the retail space following the strategy that has been laid out.
- Finally, the circle must be closed by paying special attention to managing the human factor inside the retail space and the experience registered in it. Methodologies such as Role Playing will be used to highlight the type of service and its coherence with all the factors that were previously analysed and evaluated.

Skills Acquired

- Formalising one single project with the bases and strategic development designed for each experience.
- Strategically managing the retail space to optimise time and resources.
- Understanding the methodological process for creating and structuring a brand.
- Knowing how to apply design management to the retail space at each stage.
- Understanding how to structure memorable, one-of-a-kind brand experiences.

Student profile

This course is intended for students, professionals and entrepreneurs in the fields of architecture, interior design and product design who are interested in developing and understanding how to create memorable retail spaces by developing and properly managing experiences.

Professional applications

The students who take this course can have a professional career in project management and strategy in companies linked with the world of retailing. They will be able to provide added value due to their professional experience, joining multidisciplinary teams or working independently in their own innovative businesses.

Admission requirements

The application for all IED Barcelona courses is made directly with the Orientation and Admissions Department Advisors or through an online Admissions Platform. Your Advisor will give you the credentials to access the platform once you want to start the Admission Process.

Documents required:

- Previous academic or professional knowledge related to the course area/subject
- ID (Spanish students) or Passport (international students) scanned
- Diploma of studies scanned (maximum level of studies acquired)
- Motivation Letter in the course's language
- CV in the course's language specifying languages level and computer skills
- Advanced knowledge of Spanish or English as appropriate. For courses taught in English requires an intermediate level, corresponding to a paper TOEFL 550 or IELTS 6,5. For courses in Spanish requires a level B2. In case you don't have any qualification, it will be necessary to assess your level through an in-person or Skype interview
- Portfolio for creative courses

Course program

The course is designed from an overarching view of experience design for retail spaces. It therefore aims to set up processes and working methodologies that will become tools combining the different factors involved in a comprehensive process that leads to a 360° experience. From this starting point, the programme is divided in two areas, which together provide a coherent, overarching vision.

THEORETICAL AREA

Branding

Create a brand and position it in the mind of the user with solid, attractive, positive values. The brand is the principal and most important asset of any business model and its application in a retail space. Proper positioning is the basis for attracting users.

360° experience

Analysing the complete brand experience process will take us on a journey in which different tools must be organised so that the BEFORE, DURING and AFTER become one single coherent, solid driving force. To do this, the students must think beyond the formal structure of the retail space and from this understand what is happening in the BEFORE and AFTER of each experience.

Semiotics

Carrying out a semiotic analysis of the different objects studied will lead to a better ability to make the process interpretative and critical. Getting to know new mechanisms for structural analysis and communication model exercises is a key factor in interpreting the current brand scenario and the retail spaces. These days, a new challenge exists in which the need to take into account the values that make up each brand's products and services is forefront.

Design Management

Design management is the backbone of any experience in the 21st century. It explains logically and in detail the proper management of resources during all stages of the project. It is essential to understand the importance of creating clear, coherent, solid management processes. This makes it possible to meet every objective proposed in retail and industrial formalisation in an effective, viable, creative and innovative manner.

Omni-Channel Retail

The social context in which we live today is posing new challenges for brands and their part in the present-day market. Omni-presence tests the traceability of brands, from the offline world to the digital world, and every experience must be designed to have the adaptability and liquidity for each medium in which the brand idea will be publicised.

PRACTICAL AREA

Brand architecture

Each brand has a structure and a basic development that allow logical processes of expansion to be set. All the styles and ranges based on that brand can be traced back to it and at a later stage they will be reflected in all the peripheral evidence surrounding the brand experience. Within each architecture all the factors that graphically represent each brand converge. For this reason, it is essential to have the fluidity that will allow each brand to develop coherently in any format.

Peripheral evidence

Each part that makes up a brand universe exists because of the premise of its end use and its significant value to the end user. Peripheral evidence is the tangible result of the strategic development of branding and its function in the brand architecture. All peripheral evidence must fulfil a function at one of the three stages of the process (BEFORE-DURING-AFTER). The signs inside and outside the space, the business cards, the bags, the catalogues and every tangible graphical piece that may be created will be a piece of evidence that substantiates the brand values and therefore the experience.

Theatre-Stage-Actor

The brand experience is viewed from a complete 360° perspective, with a variety of formats and media being used to send a message. The particular case of a retail space must be interpreted using three fundamental concepts: theatre, stage and actor. These are the three premises that denote three variants in the space and give the experience a tangible life. During the summer, emphasis will be laid on developing these three areas, which converge in the strategic branding model as the driving force for the entire process of bringing about the desired experience in the retail space.

Service Design

In response to the challenges of the present-day market, service design is positioned as a highly effective tool for creating, developing and staging any innovative service. It includes all the tangible and intangible items that are needed to implement it, such as staff planning and management, infrastructure, communications, quality improvement, interaction between the service provider and the user of the service, and the user experience itself.

Role Playing

In order to evaluate and test the design of the experience, role playing sessions will be held, which will serve as a tool for turning the theory into practice.

Retail Tour of Barcelona

Mediterranean, warm and avant-garde. In the city of Barcelona, because of its good weather and street-oriented social life, businesses are part of the public space. The retail project starts in the street and pays attention to every detail that influences the decision to go into the business.

The retail landscape transmits the personality of the city on façades, outdoor signs and shop windows that are always in line with the latest trends, creativity and their own unique style.

The Retail Tour Experience in Barcelona will allow the students to experience the Mediterranean style in a city with a youthful, entrepreneurial spirit that opens its doors wide to show itself off.

FINAL PROJECT

During the course, all the theoretical classes, visits and workshops will be designed with a view to the completion of a final project, which may be linked with the pharmaceutical, catering or fashion sectors.

The final project will be the final test in which every participant will have to develop an experience design strategy that includes the main concepts that make up a 360° strategic environment and, therefore, the design of a brand experience in a retail space.

Course Coordinator

The content and syllabus of each Summer course program have been designed by the appointed course coordinator, a specialist in the subject, together with the Master Area Academic Department. The Course Coordinator also plays an active role in assisting to incorporate professors and developing relationships between companies and institutions in order to create links to the course program.

Marc Guitart – Branding And Design Management

Industrial designer, graphic designer, packaging and ecological designer. He lives and works in Barcelona. He combines integral design and consulting services with teaching. Since 2002 he has been lecturing and giving talks at a variety of universities in Spain and abroad.

<http://www.marcguitart.com/>

<http://www.brandcelona.com/es/>

Teachers team

Marc Guitart – Branding and Design Management

Industrial designer, graphic designer, packaging and ecological designer. He lives and works in Barcelona. He combines integral design and consulting services with teaching. Since 2002 he has been lecturing and giving talks at a variety of universities in Spain and abroad.

Rebecca Mason – Window Dressing (Multidisciplinary Design)

Multidisciplinary designer. She has worked as an instructor at the Instituto Europeo di Design on the International Master in Interior Design for Retail Spaces and is a co-founder of two start-ups in Barcelona, Etika Projects and The Welkin Contest.

Gabriela Pedranti – Semiotics

Degree in Communication and trained in translation and interpreting and literary criticism. She has taught courses and seminars and lectured in Buenos Aires and Barcelona. She has been teaching communication, semiotics and journalism at the Instituto Europeo di Design since 2005.

Cristian Ángel – E-Commerce Brand Coaching

Graphic designer and brand coach consultant. Educated in Colombia and Spain, he now lives in Barcelona and works at brandcelona® as head of innovation. He combines design with business strategy development.

Berta Teixidó – Interior Design

An all-round designer, specialising in spaces and trained in Barcelona. As a retail consultant, Berta Teixidó brings a fresh, critical and complete vision of the methodology of branding as a business strategy.

The Management of the Instituto Europeo di Design reserves the right to change the Course Program according to the didactic aims requested.