

VISUAL MERCHANDISING

Anchor Faculty
Nijoo Dubey

Date
12-14, December 2018

Organized by
Industry & Online Programmes (I&OP)



राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

Introduction

Retail Today

Retail is the fastest growing industry today in India. Retail industry in India is expected to grow to US\$ 1.3 trillion by 2020. Retail brands and category brands are competing one on one to catch the attention of the growing aspirational consumers. This trend is driving the retail managers and businesses to innovate constantly at the brick & mortar stores and evolve 360 degree strategies.

Visual Merchandising

("if advertising is air warfare, visual merchandising is the armored force on ground")

Visual Merchandising is a Marketing and Design function that augments and supports the advertising activity below the line for the brand and the business. It's a creative and strategic activity on the retail floor interfacing and interacting with the shopper. It makes the shopping experience delightful, informed, Brands are emphasizing on in-shop activity because of growth in the retail industry and in consumer buying patterns and aspirations, Influx of multiple brands in the same category, emergence of Retailing as a science and high mass media advertising costs.

VM enhances brand & product visibility, builds brand awareness& recall, enhances brand personality, reinforces brand values and induces impulse purchase eventually making the product reach out to the shopper.

Objective

To train the retail floor consumer facing professionals, the designers and the staff in the multi facet aspects of VM with respect to design and creative execution with focus on business and consumer delight.

Course Content

1. VM Design and Principles
2. Show Window design
 - Window themes and concepts
 - Creative material use and construction
 - Lighting
3. Brand and VM concepts
4. Store design and VM
 - Store concept and Layering of VM
 - Store layout and points of focus
5. Seasonal VM
6. Digital Media and Instore Experience

Methodology

- Lectures and Slide Presentation
- Discussion on Case Studies
- Hands-on Assignments
- Individual and Group Assignments
- Field Visit
- Presentation and feedback
- Finally concluding session

Anchor Faculty Profile

Nijoo Dubey joined NID in 2003 as a masters student and currently teaches at NID Bengaluru. She has cumulative work experience of over 12 years in educational and private organisations in fields such as architecture, industrial design, visual communication and design research.

She holds a degree in architecture from the Maulana Azad National Institute of Technology, Bhopal and masters in Furniture & Interior Design from National Institute of Design, Ahmedabad.

She has been teaching at the Design for Retail Experience programme at NID Bangalore campus from the inception of the program in 2007. Her areas of teaching and interest include: Indian Retail Research, Spatial Perception in retail environments, Retail Store Design and Design foundation. She has conducted many workshops for various corporates/industries. These also include specialized workshops on "Experience Design" for Retail sector.

Over the course of her carrier she has established and coordinated colour labs at 2 locations. The labs were funded by Asian Paints and research was conducted on unique behavior of Indians towards colour. The first lab was established at NID Bangalore campus and the second at Ahmedabad campus. Many publications have been published on these works, mostly in international journals.

She cohosted the "Insight2015" conference at NID Bangalore in the year 2015. This publication is also now available to buy via NID publications department.

For whom

This program is for whoever creating and curating the inside of the store. You could be part of a corporate, a VM consultant, a VM designer aspirant, or even an independent store owner. The program would also empower designers working in the area of events, museums, or galleries as well.

INTAKE

Participation will be limited to a maximum of thirty (on a first come first serve basis). This workshop would be useful to any and all in the business, be it the creative field or otherwise. It broadly includes C-Suit Executives, designers, managers, social workers, professionals and students will benefit from this program. Others desiring to increase their sensitivity and creativity are also welcome. All that is needed is an open mind to explore an avenue of redesigning for enterprise associated.

Fee & Registration

Rs. 15,000/- + GST [Non-residential workshop fees includes one set of material, lunch and two refreshments for three days] to be paid by Demand Draft / Pay Order before one week of the program in favour of NATIONAL INSTITUTE OF DESIGN, payable at Ahmadabad.

(for NEFT payment detail please mail to ipp@nid.edu)

Do register as the number of the participants are limited. Kindly send in your nominations on your company letterhead indicating Name/s, Designation, Address, Phone No, Fax No, and Email Id of the nominees along with the fee to:



PLACE

National Institute of Design,
12 HMT Link Road,
Off Tumkur Road,
Bengaluru - 560 022

For Further Details Contact:



राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

Industry & Online Programmes (I&OP)

Paldi, Ahmedabad 380 007

Tel: 079-26629-746, 767 Fax: 079-26621167, Rupali Sinha: 09328136526

E-mail: ipp@nid.edu, industryprogrammes@nid.edu

Web: www.nid.edu, Web Link: <http://iop.nid.edu>

A certificate of participation will be presented to the participants on successful completion of the Workshop.

* NID reserves the right to cancel the programme and will refund the participants fee in such case. However if the candidate cancel his registration before one week then 90% fee will be refunded.