Western Technical College

10304128 Retail Design Studio

Course Outcome Summary

Course Information

Description	Building on the skills gained from Residential Design Studio, students will incorporate store design and merchandising tactics on a range of retail projects.
Career Cluster	Architecture and Construction
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	90

Pre/Corequisites

Prerequisite	10304126 Residential Design Studio
Prerequisite	10304122 Visual Communication I

Textbooks

No textbook required.

Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Cultivate Passion: Expand a Growth-Mindset
3. Cultivate Passion: Increase Self-Awareness
4. Live Responsibly: Develop Resilience
5. Live Responsibly: Embrace Sustainability
6. Live Responsibly: Foster Accountability

7.   Refine Professionalism: Act Ethically

8.   Refine Professionalism: Improve Critical Thinking

9.   Refine Professionalism: Participate Collaboratively

10.   Refine Professionalism: Practice Effective Communication

Program Outcomes

1.   Integrate Codes that impact the interior environment

2.   Integrate industry guidelines that impact the interior environment

3.   Apply interior design business practices

4.   Apply design process to interior design projects

5.   Design within the parameters of the built environment

6.   Apply fundamentals of design

Course Competencies

1.   Apply the design process

Assessment Strategies
1.1.   Project
1.2.   Portfolio

Criteria

You will know you are successful when

1.1.   you define the phases of a design project
1.2.   you create deliverables for each design phase
1.3.   you adhere to your client communication plan

Learning Objectives
1.a.   Define the phases in the design process
1.b.   Identify components of each design phase
1.c.   Identify deliverables of each design phase
1.d.   Create a client communication plan

2.   Examine shopper psychology and experience.

Assessment Strategies
2.1.   Demonstration
2.2.   Product
2.3.   Presentation

Learning Objectives
2.a.   Examine visual hierarchy that empowers customers.
2.b.   Identify ways the in-store experience is enhanced.
2.c.   Examine first impressions related to store branding.

3.   Explore retail merchandising.

Assessment Strategies
3.1.   Demonstration
3.2.   Product
3.3.   Presentation

Learning Objectives
3.a.   Examine retail environments.
3.b.   Identify specific elements (branding, visual elements, etc.)

4. **Assemble a project program**

Assessment Strategies
4.1.   Report
4.2.   Interview
4.3.   Project

Criteria

You will know you are successful when

4.1.   you compose a design centered around your client's goals
4.2.   you incorporate the required adjacencies into your design
4.3.   you incorporate the required rooms and associated square footages into your design
4.4.   you integrate any required current or future components into your design
4.5.   you specify products or materials that incorporate current or future maintenance specificities

4.6.   you adhere to your flooring budget

Learning Objectives
4.a.   Establish client goals
4.b.   Identify necessary adjacencies
4.c.   Identify rooms and associated square footages
4.d.   Identify any existing or future element integration
4.e.   Identify any existing or future maintenance needs
4.f.   Compose a budget for flooring materials

5. **Authenticate the design ideation process.**

Criteria
5.1.   you define a retail design concept.
5.2.   you explore a variety of approaches in solving the design problem.
5.3.   you filter ideas to establish a design direction.
5.4.   you leverage the collaborative critique process to upgrade your design.
5.5.   you select the idea that best serves the design purpose.

Learning Objectives
5.a.   Take a thoughtful approach to solving the client's design problem based on established programming.
5.b.   Explore the use of diagrams and process graphics to analyze and synthesize ideas.
5.c.   Exemplify innovation by generating custom, one-of-a-kind ideas.
5.d.   Propel a holistic, human-centered design solution forward.

6. **Comply with industry codes and guidelines.**

7. **Schematize interior finish materials for retail design.**

Assessment Strategies
7.1.   Project
7.2.   Portfolio
7.3.   Finish Board

Criteria

You will know you are successful when

7.1.   you identify types of interior finishes.
7.2.   you identify types of interior products.
7.3.   you select interior finishes based on established programming and concept criteria.
7.4.   you create a display of finishes and materials.

Learning Objectives
7.a.   Select related project finishes.
7.b.   Select related project products.
7.c.   Explore products based on sales representative presentations.
7.d.   Prepare selected products and materials for presentation.

8. **Develop project deliverables.**

Assessment Strategies
8.1.   Critique
8.2.   Drawing/Illustration
8.3.   Project
8.4.   Portfolio

Criteria

You will know you are successful when

8.1.   you create presentation drawings.
8.2.   you prepare design meeting presentation materials.
8.3.   you define a project deliverable(s).
8.4.   you review and verify previous design phase comments, responses and incorporated revisions.

Learning Objectives
8.a.   Create presentation drawings and materials.
8.b.   Prepare documents to Illustrate design work at industry-specific phases in the design process.
8.c.   Communicate important news and share updates with stakeholders.

9.   Reflect on a project outcome

10.   Nurture a collaborative environment

Criteria

You will know you are successful when

10.1.   you appreciate others' strengths.
10.2.   you maintain an open mind and a desire to continuously learn from others.
10.3.   you look for opportunities to ask others for their insights and integrate them into your workflow.
10.4.   you share out-of-the-box ideas without fear of judgment.
10.5.   you facilitate a sense of belonging and connection amongst your colleagues.
10.6.   you define what makes you feel vulnerable.

Learning Objectives
10.a.   Propel a design solution forward.
10.b.   Participate in active listening.
10.c.   Seek diverse feedback often.
10.d.   Cultivate empathy and kindness.
10.e.   Embrace vulnerability.