

Course Code	Course Name	Year/Semester	Theory	Practice	Credits	ECTS
IAED 3357	WINDOW SHOP DESIGN	2024-2025 / SPRING	3	0	3	3

**Level of Course:** Undergraduate  
**Course Type:** Elective Course  
**Language of Instruction:** English  
**Course time:** Tuesday, 13.30 – 16.30  
**Course classroom:**  
**Mode of Delivery:** Class Teaching, Presentation, Assignments  
**Prerequisites and Co-requisites:** BB-24  
**Course Coordinator:** Asst. Prof. Dr. Başak Karaduman

**Name of Lecturer(s):**  
**Course Teaching Assistant:**

**Course Objectives:** The aim of the course is to provide the knowledge and practice for students would like to enter the world of visual merchandising.

**Course Description:** This course addresses not only the importance of the window shop in the creation of a store's image but also the fundamental role of the stores' windows as a "visual merchandiser" able to create the right image both within and beyond the store's physical structure.

**Learning Outcomes:** **Upon successful completion of the course, students will be able to:**

1. Students will develop their Creativity and technical skill go into visual merchandising.
2. Students will gain ability to read stores' brand identity and design the front-face of stores accordingly.
3. Students will gain ability to propose creative visual merchandising.
4. Students will gain knowledge about placing writings, wiring, lighting and electrical fixtures and basic technical requirements within the physical layout of the window store.

**Language:** The studio classes and discussions will be in English. Developing your verbal language skills will be very important in acquiring the disciplinary terminology as well as daily communication at the class.

**Text Books:** --

**Recommended Text Books:**

1. Forefront: The Culture of Shop Window Design by Shonquis Moreno.
2. Store Window Design by Sandra Moya.
3. Design techniques for window dressing by Ana Isabel Bastos Boubeta & Lisa McCarthy

**For the terminology:**

4. Basics Interior Design 01: Retail Design by Lynne Meshner.

**Reading Text books:**

5. Sales Strategies: Negotiating and Winning Corporate Deals by Chris Newby
6. Retail Product Management: Buying and Merchandising by Biberiye Varley.

**Planned Learning Activities and Teaching Method:**

**Learning/Teaching Method:** This is a theory course and students time to time will be engaged to basic challenges for a better understanding about the content of the course. Course will be supported by short verbal lectures at the and later individual short presentations of the students.

**Assignments:** Students will be asked to prepare 2 presentations

**Class Participation:** Regular attendance of all enrolled classes is expected. Do not be late to the class. Attendance will be taken through your signature within the first quarter of the class; if you come later you will be considered absent. At the end of the Semester, your attendance will be reported on UBS system. Attendance is compulsory and in case of absenteeism of more than 30%, the system will automatically grade you "FX". If you miss a class, it is your responsibility to 'make up' all work, including items discussed in class. Class contribution will be measured in terms of quality not quantity. If you need to leave early for whatever reason, you should exercise politeness and notify your professor at the commencement of the session.

**Academic integrity & plagiarism:** Academic integrity is the pursuit of scholarly activity based on the values of: honesty, trust, fairness, respect and responsibility. Practicing academic integrity means never plagiarizing or cheating, never misrepresenting yourself, never falsifying information, never deceiving or compromising the work of others. Basically this means, either intentionally or unintentionally, using the words or ideas of someone else without giving credit, it's strictly forbidden.

**Course Text books:** There is no specific textbook for this course. Students are required to study the recommended reading text books and also do researches on the variety of architectural presentation techniques.

**Key Works:** In this course lectures and assignments mainly focuses on shop design and merchandising.

**Specific Rules:**

1. **Be punctual. Punctuality is a sign of respect toward yourself and the others.**
2. Show respect for all the people and property around you.
3. Be responsible for your actions and meet all expectations.
4. Follow directions the first time they are given.
5. Students should use the Internet at school for academic purposes only.
6. It is forbidden to record classes with any type of device.

7. Bringing necessary materials to work in the classroom is obligatory.

**Communication:** Students are encouraged to visit the professor during their Office Hours. If you cannot make it to announced office hours, please make individual arrangements via e-mail. However, do not expect the professor and the research assistant to respond at length via e-mail to questions of content, definition of terms, grading questions etc. If you have a question that requires a substantive response please set up an appointment to speak with one of us.

**Course Contents\*:  
(Weekly Lecture Plan)**

Date	Week	Chapter Topic	Take-home exercise
04.02.25	1	Introduction Review of the Syllabus	-
11.02.25	2	Lecture 1: Window Display	Group 1: Presentation Preparation
18.02.25	3	Lecture 2: Window display as brand advertising  Presentation by Group 1	Group 2: Presentation Preparation
25.02.25	4	Lecture 3: Window display according to products  Presentation by Group 2	Group 3: Presentation Preparation
04.03.25	5	Lecture 4: Window display according to the theme  Presentation by Group 3 Presentation by Group 4	Group 4: Presentation Preparation
11.03.25	6	Midterm Project – In Class Research	Group 5: Presentation Preparation
18.03.25	7	Presentation by Group 5  Critiques on Midterm Projects	Midterm Project Preparation
	8	<b>MIDTERM EXAM WEEK</b>	
01.04.25	9	Lecture 5: Lighting Design and Structural System	Group 1: Presentation Preparation
08.04.25	10	Lecture 6: Colors, Textures and Visual Merchandising  Gr. 1 Presentation Gr. 2 Presentation	Group 2: Presentation Preparation
15.04.25	11	Examples from worldwide store- window shop designs	Group 3: Presentation Preparation
22.04.25	12	Announcing Final project In Class Research – Concept, brand and initial ideas	Final Project Preparation

		Presentation by Group 3	
29.04.25	13	Critiques on final project 3D DRAWINGS	Final Project Preparation
06.05.25	14	Review Critiques on final project 2D DRAWINGS	Final Project Preparation
13.05.25	15	Review Critiques on final project	Final Project Preparation
<b>FINAL EXAM</b>			

\* PLEASE NOTE: Details of the syllabus and course schedule are subject to minor changes that will be announced in class and posted on LMS.

**Grading:** If the total assessment grade is **lower than 50**, the student needs to repeat the course. Midterm and final exam responses will be evaluated for accuracy, thoughtfulness and clarity. Assignments will be evaluated for content, quality of ideas and clarity of presentation (including both writing and graphics).

Assessment Methods and Criteria :	METHODS	EFFECTS ON GRADING		
	Presentations & In Class Works	20%		
	Midterm Project	30%		
	Final Project	50%		
ECTS Workload Table :	ACTIVITIES	NUMBER	HOUR	WORKLOAD
	Course Teaching Hours	14	3	42
	Presentations	2	5	10
	Midterm Project Preparation	1	10	10
	Final Project Preparation	1	13	13
	<b>Total Workload</b>	<b>0</b>	<b>0</b>	<b>75</b>
	<b>Total workload/25</b>			<b>75/25</b>
	<b>ECTS</b>			<b>3</b>

### GRADING AND EVALUATION

Grade Scale:

GRADE	MARKS	VALUE
A+	100	4.00
A	95-100	4.00
A-	85-94	3.70
B+	80-84	3.30
B	75-79	3.00
B-	65-74	2.70

GRADE	MARKS	VALUE
C+	60-64	2.30
C	55-59	2.00
C-	50-54	1.70
D+	45-49	1.30
D	40-44	1.00
F	0-39	0.00