



# Postgraduate Degree in Retail Design. Design and Space: Shopping

# POSTGRADUATE DEGREE IN RETAIL DESIGN. DESIGN AND SPACE: SHOPPING

**Start date**  
September

**ECTS Credits**  
30

**Language**  
English

**Qualification**  
Postgraduate Degree in Retail Design. Design and Space: Shopping, degree awarded by Pompeu Fabra University (UPF).

**Schedule**  
Spanish edition:  
Tuesday, Thursday and Friday,  
from 5 pm to 9.15 pm.  
English edition:  
Tuesday, Thursday and Friday,  
from 10 am to 14.15 pm.

## Presentation

What do you have to bear in mind when creating your own spaces for brands? In the Postgraduate in Retail Design. Design and Space: Shopping you will learn to use design in commercial spaces.

The Postgraduate Degree in Retail Design. Design and Space: Shopping is designed for professionals who wish to acquire a complete knowledge on the field of retail design. However, within retail arena there are many disciplines we will cover you to in which you can develop with the utmost professionalism.

From small-scale and new formats to large-scale design, from boutiques to large multinational brands, we will explain how the differences are applied in each scenario, working directly with brands and briefings and getting great guest juries. Our guest companies are among other World Duty Free, IKEA, Swarovski and Vitra, among others.

Most areas are covered with theory and practice cases. Importance is given to the analysis and study of trends and innovation in the market and society to get a close-up view of the elements in designing a retail space arena (new formats, space, communication, flow, exhibition, virtual aspects, sensory perceptions, etc.). Art and analysis are the basis of any project and the concept and projection of space. We make every effort so students come away with the highest standards and ability to work with the most demanding companies in the market.

## Syllabus

### MODULE 1 GROUP CASE STUDY. STRATEGIC BRANDING

Introduction and presentation of the course. A journey through the world of branding in large spaces.

- Case studies.
- Practical group work: development of a branded product.
  - Practical group work: background and steps for developing a product.

- Practical group work.
- Group discussion: relevant aspects discovered by the student while doing the hands-on project.

### MODULE 2 MARKET STRATEGIES AND PLANS/ EXPANSION MODELS

- Market strategies and plans.
  - Bases and concepts that define the market.
  - Market strategies and plans
  - Case studies: analysis of examples.
- Market “scales”.
- Trends and models.
- Practical discussion session: future markets.

### MODULE 3 CONCEPT DESIGN AND SHOWCASE IMPLEMENTATION/PROJECT WITH PARTNER COMPANY

- Project presentation and development.
- Project development and scheduled visit (Essapunt visit).
- Presentation of project ideas.
- Project implementation in the real showcase.

### MODULE 4 E-COMMERCE/ COMMUNICATION TOOLS/VISUAL COMMUNICATION

- Graphics and Impressions.
- Communication tools.
  - Visual communication.
- Commerce.
  - E-Commerce.
  - Web Commerce.

### MODULE 5 ECO-LIGHTING

- Lighting.
- Ecology in lighting.
- Trends and models.
- Tools for using eco-lighting.

Company VISIT (Miralles Group).

### MODULE 6 FINAL PROJECT

## MORE INFORMATION

→ [elisava.net](http://elisava.net)

→ [retaildesign.elisava.net](http://retaildesign.elisava.net)

Bold category members of Elisava Alumni Association enjoy a 15% reduction.

The teaching staff is likely to change according to reasons beyond the course programme. Elisava reserves the right to make changes in programming as well as the right to suspend the course two weeks before it starts if not reached the minimum number of participants, without further obligation of the amounts paid by each participant.

Master's and Postgraduate Degree programmes schedules can be expanded according to the selected course activities (weekends included).

