

Window Display Design: Fashion

Tuesday 26 February – Tuesday 02 April 2019

18.30 – 20.30

Design Studio, Sackler Centre, V&A



Over the duration of this six week course students will be introduced to the theory behind the perfect fashion window display, from concept to creation. You will explore how to research, generate ideas, develop themes and create your own fashion window display concept. Throughout the course you will experiment with themes, key design principles, mood boards and sketches to communicate your design concept while short activities will enhance your learning on design and branding.

Led by Dr Mirsini Trigoni, suitable for beginners

Week 1: 26 February – Creative fashion brand communication & window display design

Week 2: 05 March – Designing for Fashion Brands

Week 3: 12 March – Fashion brand identity and creativity

Week 4: 19 March – Exploring themes & Generating creative ideas

Week 5: 26 March – Talking to your customer: Window display dynamics and communication

Week 6: 02 April – Effectively communicating creative ideas

(Programme is subject to change)