

**MET**

# Schedule for today:

Wednesday 2nd July 2025

Welcome Day

10am - 12pm

- ★ MAC Suite - Course induction
- ★ Summer Project brief
- ★ Tour of the Show
- ★ VM Show Highlights - Discuss

# Enrolment Date & Time

- I am your Course Leader, and so excited to be working with you over the next two years.
- Your first day is **Monday 1<sup>st</sup> September**. You will be met at reception at 9.30am. The first week of the course will be your induction.
- During this week you can attend the freshers fair, we will help you get familiarised with the college and its facilities. We will give you your full timetable as well as a course overview, so you know what to expect.
- Induction week will give you the opportunity to get to know the other students on the course, as well as your lecturers and your pastoral tutor, we will also be doing a few fun activities to get your creativity flowing!
- You will enrol in your course on Thursday **28th August** from **3pm** in the library. The time and date will be confirmed by email, please look out for this and arrive during your designated time slot.
- It is compulsory that you **bring evidence of your GCSE results, school reports and photo ID to enrol**.
- Your course also requires the **purchase of a kit**. You will find details of how to order this further down. If you do not think that you will meet the entry requirements for the course that you have





# Welcome to Brighton MET

part of the Chichester College Group

# Hello....

Turn to the person next to you

- ★ “If you could swap wardrobes with any celebrity, who would it be?”
- ★ “If you had to wear one colour for a whole year, what would it be?”
- ★ “What’s your favourite clothing store or brand right now?”
- ★ “What’s one thing you’re really excited to learn today?”
- ★ What are you most looking forward to this year?

Feedback answers

5mins



# Course Structure & Sequence

## 1 & 2 3

01

### **The Creative Process**

#### **Stage 1**

Analyse. Explore. Develop.  
Apply. Assess. Review. Reflect.  
Connect. Generate Ideas.  
Demonstrate Skills. Visual  
Language. Purpose. Risk  
Taking. Research. Create.  
Document. Make.

TAUGHT & FACILITATED

02

### **Developing Creative Practice**

2D. 3D. 4D. Problem  
Solving. Professional  
working practice.  
Professional presentation  
techniques. Workshops,  
Collaboration & Live  
projects.

TAUGHT & FACILITATED

03

### **Responding to a Set Brief**

FMP

INDEPENDENT



# The Study Programme

**Core subject: Visual Merchandising & Styling**

## **Tutorial**

1 hour a week, general study skills and topics / 1-1s

## **English and Maths**

You will need to retake if you do not achieve a grade 4 or above.  
These lessons will be built into your timetable

## **Self Directed Study - minimum of 5 hours per week**

You will be expected to work on tasks independently in the studio, workshops or library / Learning Zone

## **Work Experience / Work Related Projects**

This will be integrated into your study programme and will form a key element of your programme



A1 Moodboard Examples



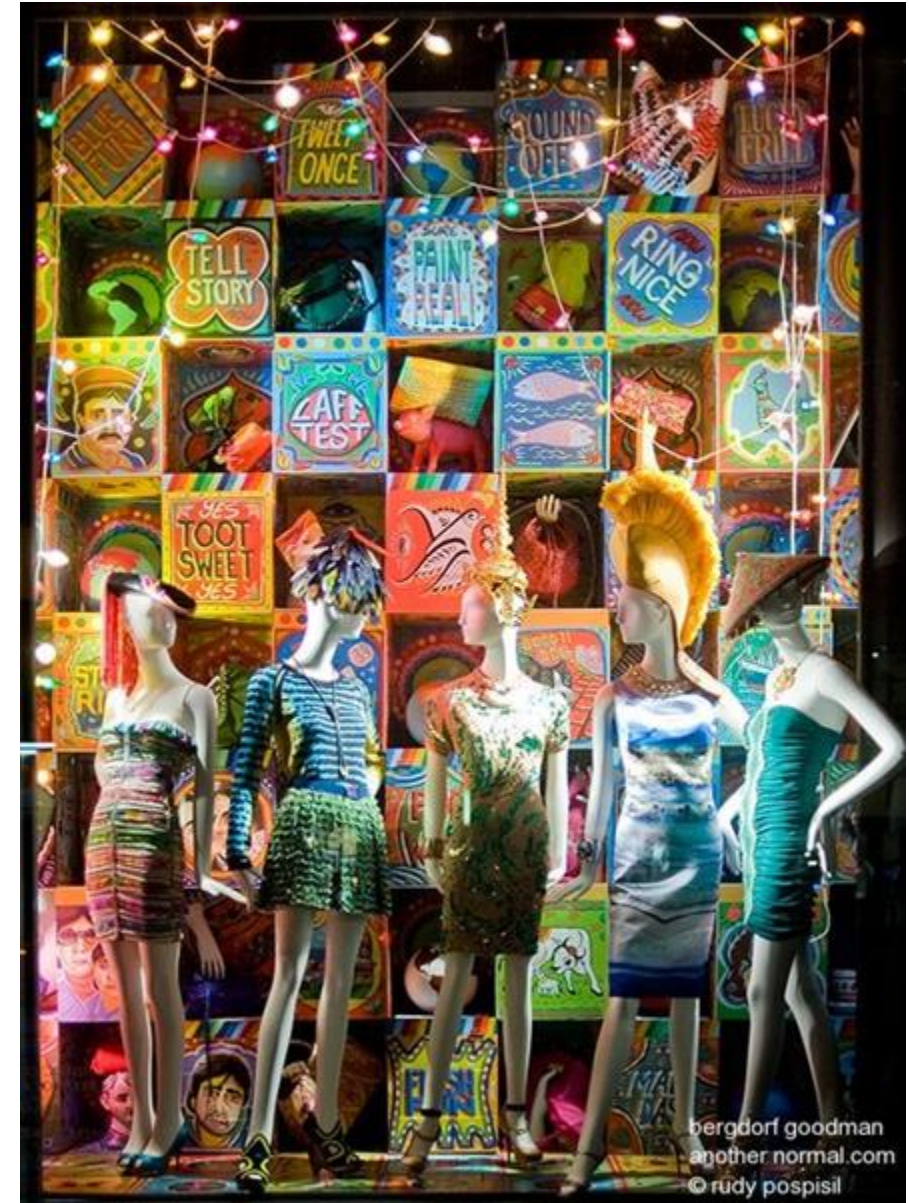
A1 Moodboard Examples

# Stage 1 & 2

SEPTEMBER - FEBRUARY

## Introduction to Unit 1 & 2: The Creative Process

- ❖ Initial, experimental, projects that explore the creative process
- ❖ Introduction to contextual research for Visual Merchandising & Styling
- ❖ Introduction to VM & Styling, visual language, reflective practice, and methods for generating ideas
- ❖ Explore different materials, techniques, and processes for VM & Styling





# Stage 1 & 2

SEPTEMBER - FEBRUARY

## Introduction to Unit 1 & 2: Developing Creative Practice:

- ❖ Developing 2D & 3D skills set for VM
- ❖ Developing design principles and composition
- ❖ Commercial skills, branding & marketing, trends, target Audience & Customer profile. 4D & Social media and creative digital marketing
- ❖ Live projects
- ❖ Workshops



# Stage 3: FMP

**March - June**

## **Unit 3: Responding to a Set Brief:**

- ❖ Develop a VM & Styling project over 10 weeks in response to a set brief
- ❖ Use the skills from Stages 1 and 2, supported by research, to develop ideas
- ❖ Produce resolved outcome/s and review the success of your work



# WEX Live Industry Projects

- ❖ Your study programme will include work related projects and live briefs throughout
- ❖ Opportunity to work with external professionals & employers
- ❖ Develop transferable skills, build confidence, and great for CVs!





# Course Time Table

TIMETABLE	9am – 10.15am	Break 10.15- 10.45am	10.45am -1pm	Lunch 1-2pm	2pm - 4.15pm	
MONDAY	EAM GCSE Retake sessions		Tutor Led Studio Session  Lucy Bainton EST Studio: 0.01		Tutor Led Studio Session  Lucy Bainton EST Studio: 0.01	
	9.30am – 11am	Break 11am - 11.30am	11.30am -1pm	Lunch 1-2pm	2pm – 4.15pm	4pm - 5pm
TUESDAY	Tutor Led Studio Session  Lucy Bainton EST Studio: 0.01		Tutor Led Studio Session  Lucy Bainton EST Studio: 0.01		Tutor Led Studio Session  Lucy Bainton EST Studio: 0.01	Pastoral Tutor Session  Luke Sutherland Studio: 0.32
	9.30am – 11am	Break 11am – 11.15am	11.15am - 12.30pm	Lunch 12.30pm - 1.30pm	1.30pm - 2.45pm	Open studio access 4pm - 8pm Monday - Thursday
WEDNESDAY	Tutor Led Studio Session  Lucy Bainton EST Studio: 0.01		Tutor Led Studio Session  Lucy Bainton EST Studio: 0.01		EAM GCSE Retake sessions	Enrichment 1 hr per week
THURSDAY						
FRIDAY						

# Summer Project



LEVEL 3 VISUAL MERCHANDISING & STYLING EX DIPLOMA  
(UAL CREATIVE PRACTICE: ART, DESIGN & COMMUNICATION) MART011F1A

## STAGE ONE - SUMMER PROJECT

Through The Looking Glass.....

Introduction to Unit 1: The Creative Process

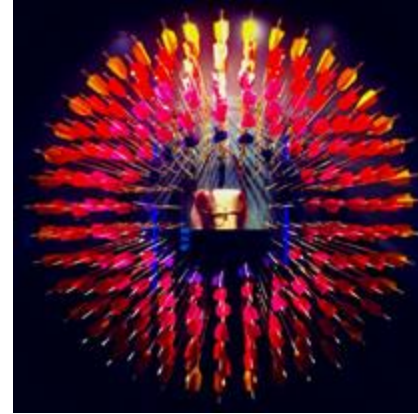


Louis Vuitton - Store Design  
Oasis - Pop-Up Store  
Bergdorf Goodman - Window Display

HAND OUT:	02/06/25
HAND IN:	September 25
TV NAME & DATE:	Georgina Hooper
AUTHOR NAME & DATE:	Lucy Bainton



Benetton Printemps pop-up (Paris)



Louis Vuitton - Window Design

## Project Context:

Visual merchandising is a strategy that uses visual engagement to encourage shoppers to browse, explore and buy products.

Its ultimate purpose is to use the retail space to generate more sales by making a store stand out and attract customers.

Visual merchandising is integral to both the in-store and online experience because it influences the customer journey. Shoppers are highly visual creatures. A strong visual merchandising strategy enables a retailer to deliver a coherent engaging shopping experience.

- It entices shoppers to explore and buy,
- It strengthens brand awareness
- it makes a brand accessible to new audiences

The design of the retail environment has a direct impact on the consumer's (customer's) behaviour and influences their decision making when shopping.

This **mini summer project** has been designed to allow you to step into that world by introducing you to different examples of visual merchandising techniques for you to observe over summer.

It's a fun way to introduce you to this exciting, fast paced and innovative course!

## Project Brief :

Use the 12 x Visual Merchandising techniques listed below; take a trip to the high street, London or even on holiday.

1. Photograph and document one technique per slide that best showcases the 12 x techniques listed.
2. Make your own copy of the blank slides

Present your photos in your copy of the slides and label them with the name of the retailer.

**Have fun with this** - this is not a test - it's about introducing you to the way a Visual Merchandiser and Stylist might look at a shop... their blank canvas and how they create within it.

**We will take a look at what exciting things you have found during your induction week.**



**1. Inspiring Windows Displays:**

The windows are the first thing a customer sees. They attract and entice the customer into the store. They are used to showcase the store's key products in a creative and eye-catching way. Window Displays are one of the most creative aspects of marketing a brand.



**2. Store Layout & Design :**

The instore experience is key to promoting the brand and ensuring a good customer experience. The store design should reflect the brand identity and entice customers to shop. Store layouts are carefully planned to guide a customer on a journey and expose them to the key areas within the store. For example people naturally tend to start at the left side of a shop.



**3. Creative Interior Displays:**

Creative Interior displays are used to capture the attention of the shopper and promote products in a creative and innovative way.



**4. Clever use of Mannequins:**

Mannequins are used within the retail environment in windows and interior displays. They are used as a marketing tool to showcase garments & accessories. Mannequins come in all different shapes and sizes and can be used in creative formations to create eye catching displays.



**5. Photography:**  
Consumer brands use photography to promote their ranges for Spring/Summer and Autumn/Winter collections.  
This form of advertising is widely used by retailers in the window as well as throughout the store and online.  
Photography is a key to promoting and marketing a brand.



**6. Merchandising by Colour :**  
One of the most widely used techniques of visual merchandising is to merchandise by colour.  
This technique can be used to create eye-catching displays as well as showcase products within a specific colour palette



**7. Innovative Styling :**  
Creative styling can capture the imagination of the customer, evoke a sense of fun and playfulness whilst also promoting a product range.



**8. Digital Technology**  
With the rise of AI. Digital technology is becoming a major player for visual merchandising.  
It can be used to create 3D digital billboards through projection mapping or a complete interactive customer experience. Watch this space....



**9. Imaginative fixtures:**

Imaginative fixtures help to convey a brand identity and make for a more interesting and inspiring customer shopping experience.



**10. Use of external Space**

External space can be used to make a window display more dramatic. It can be used to capitalise on the brand of the store to show stopping displays that are perfect to capture on social media.



**11. Unusual Props:**

Props come in all shapes and sizes. They can be used to tell a story, showcase a product or mannequin and add drama and interest to any retail space.



**12. Graphics & Signage:**

Graphics and signage are used for marketing purposes. They can be hung or applied as vinyl in the form of window messages. They can be used to promote a specific product range, to notify customers of a sale or as part of a window design.





# Kit List

ITEM
Notepad
Coloured pens
Pencils & Rubber
Black fine liner pens
Blu-tack / white tack
Nylon string (fishing wire)
Small hammer and nails (small tacks)
Small Glue gun with glue sticks
White tack
Scissors
Needle & thread (black and white)
Double-sided tape
Large Prit stick
Sewing pins
Metal rule - 12"
A3 sketchbook
Plastic Sketchbook carrier



# Student Experience at Brighton MET

YOUR VOICE  
YOUR COLLEGE  
YOUR EXPERIENCE







# YOUR STUDENT UNION!

Every student is a member of the SU when you enrol.

The union represents what the students want throughout the college.

We help to ensure all services are outstanding for our students.

Organise local and overseas trips.

Organise charity and college wide events.

- Negotiate discounts for students.







Tell us what clubs you  
would like to see at college:



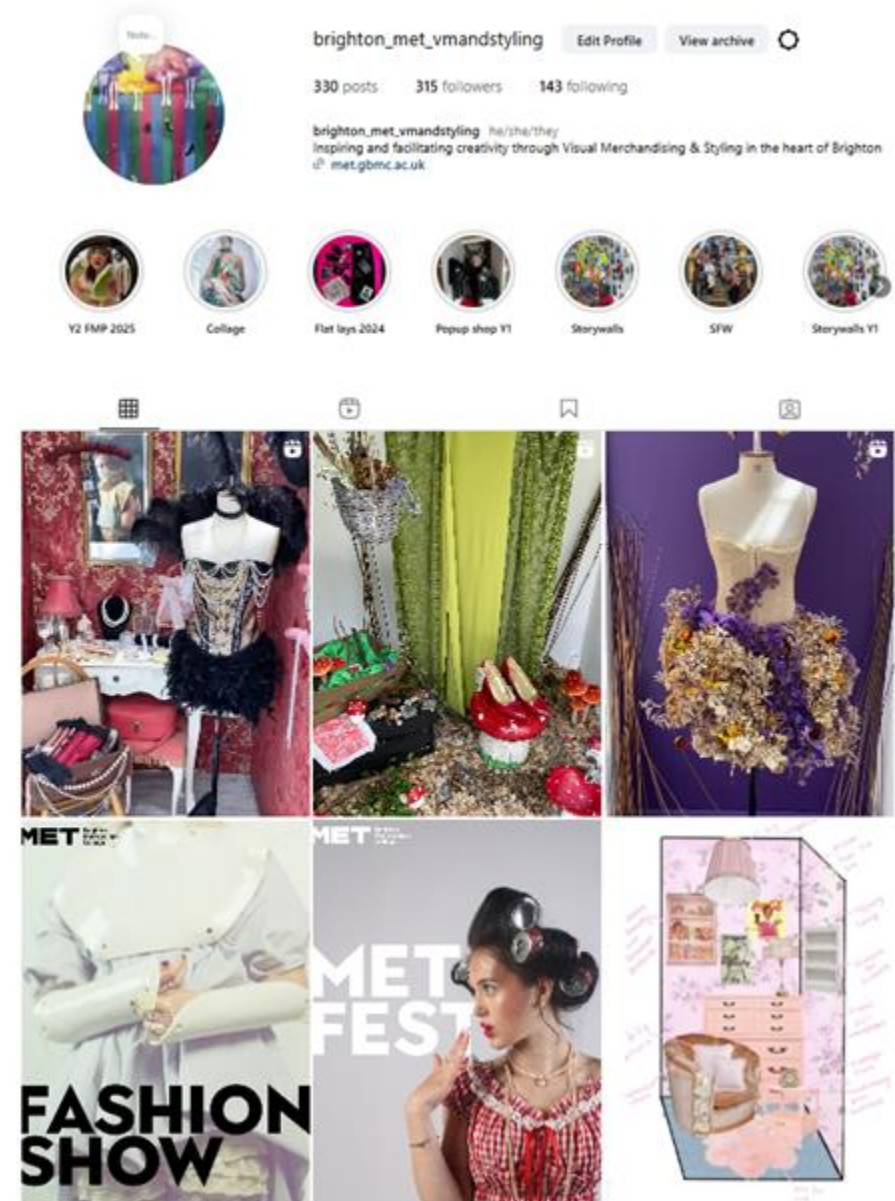
# Instagram



Don't forget  
to follow us  
on  
Instagram.



 Scan QR Code



# Summer Show 2025



## Activity:

Walk around the summer show complete activity sheet

# Activity – Design A Look

## Objective:

To design a fashion look that fits seamlessly into one of the current **studio window themes**

## You Will Need:

- A3 Fashion template
- Scissors and glue sticks
- Collage materials - scrap fabrics, magazines, newspapers, etc.
- Pens, pencils, fine liners

**Choose Window Display** Think about what your theme is and how you will show this in your design:

- **Punk**
- **Boudoir Lingerie**
- **Minimalist**
- **Architectural**
- **Sustainable**
- Write down key words, materials, colours, textures and silhouettes associated with their theme.
- Example - Dried flowers, natural, colours, floral



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