

# KEY FACTS

## DEGREE

Bachelor of Arts (B.A.)

## ADVANCED STUDY PROGRAMMES AT HSD

Communication Design (M.A.)

Exhibition Design (M.A.)

## STANDARD PERIOD OF STUDY

7 semesters

## PROGRAMME START

Winter semester

## ALLOCATION OF PLACES

Unrestricted admission

## GENERAL ADMISSION REQUIREMENTS

[www.hs-duesseldorf.de/requirements](http://www.hs-duesseldorf.de/requirements)

## SPECIAL ADMISSION REQUIREMENTS

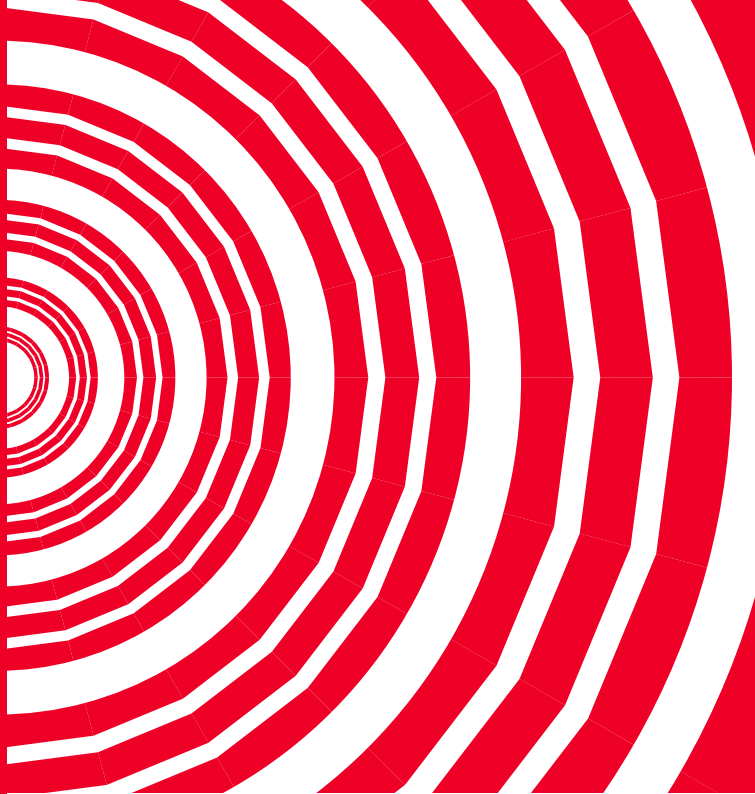
Programme-related aptitude test in the areas of art and design (registration by the 1st of February in the respective year under [www.hs-duesseldorf.de/bewerbung](http://www.hs-duesseldorf.de/bewerbung))

## APPLICATIONS

[www.hs-duesseldorf.de/application](http://www.hs-duesseldorf.de/application)

## APPLICATION DEADLINE

15th of August each year



# HSD

Hochschule Düsseldorf  
University of Applied Sciences



Peter Behrens  
School of Arts  
Faculty of Design

Bachelor

# Retail Design

## Profile

Unique in German-speaking countries, the Bachelor Study Programme in Retail Design offers a combination of generalist teaching of applied design in artistic principles, photography, typography, 3D communication, corporate design and marketing together with spatial design which covers retail and shop design, visual merchandising, scenography and online shops with a sectoral focus on future challenges for the retail trade with regard to design, communication and marketing.

The European Visual Marketing Merchandising Association (Europäischer Zentralverband Visuelles Marketing Merchandising (VMM)) is supporting the establishment of this new study programme, the aim of which is to train young academics in design, communication and management skills for the retail trade. Amongst the founders and cooperation partners in the circle of retail trade enterprises and their service providers are C&A, the Vittrashop Group with its subsidiaries Visplay, Vizona and Ansorg, Swarovski, Karstadt and Genesis Display. Sponsors make available practical placements and contribute to teaching and research through real-life communication and design projects.

## Career prospects

The professional perspectives for the Retail Designer are wide and varied and will continue to grow as a result of future developments both in the stationary retail trade as well as in eCommerce. In the competition with digital distribution models, the retail trade wants to increase both its design focus and communication expertise in the future as well as the number of academics in retail trade enterprises.

Possible areas of employment are: Visual merchandising and communication design in retail trade enterprises or with relevant consulting firms and service providers; store design and retail design as an employee in a trade company, in an architect's office specialized in retail, in the area of trade fair and exhibition construction as well as event design; communication management and marketing in a retail trade enterprise or with relevant consulting firms and service providers; self-employment in retail design as a communication and marketing service provider.

# CURRICULUM

## 1<sup>ST</sup> AND 2<sup>ND</sup> SEMESTER

- Design
- Principles of image composition
- Communication principles
- Technical principles of retail design
- Theory and history

## 3<sup>RD</sup> SEMESTER

- Retail design
- Retail communication
- Visual merchandising
- Shop design
- Digital interaction

## 4<sup>TH</sup> SEMESTER

- Exhibition and scenography
- Product and communication
- Space, experiment and process
- Trade and strategy
- Marketing principles

## 5<sup>TH</sup> SEMESTER

- Internal practical project
- Colloquium for practical and semester abroad modules

## 6<sup>TH</sup> SEMESTER

- Interdisciplinary projects/retail lab or Bachelor semester abroad
- Intra/Extra Muros
- Case studies
- Future studies
- Self-management and success management

## 7<sup>TH</sup> SEMESTER

- Retail - Bachelor project
- Retail - Forms of presentation
- Media management, starting a business, trademark legislation