



MSc Programme

Integrated Product
Design (IPD) Design
for Interaction (Dfi)
and Strategic Product
Design (SPD)

Specialisation

Retail Design

Retail Design is one of the most challenging new fields of design, firmly linked to the disciplines of both industrial design and architecture, but also embracing communication design and the application of design thinking to service changing consumer attitudes. 'Retail Design' involves the design of both physical and virtual stores. The retail designer is

confronted with a wide range of choices that shape the retail experience: external elements like frontage, fascia and signage; and internal elements including equipment, merchandising, displays, lighting and in-store communications. Retail Design also involves an understanding of what will work aesthetically within the space, how it will perform functionally and commercially, and how it can be built to budget in compliance with governmental regulations.

Designing a shopping experience

In the world of retail, designers are primarily concerned with the consumer experience in the shopping environment – physical or virtual. It is the retail designer's task to shape this experience through visual, spatial and communicative expression, based on an empathic understanding of the culture of shopping. To a large extent, that is a culture that reflects society with respect to social, economic, political and environmental issues. Students specialising in Retail Design gain knowledge of the essential aspects of retail design based on four issues: the retail (design) context, retail strategy, innovation in retail and retail communication.

The Retail Design curriculum

To specialise in Design for Retail you are required to complete:

- at least one regular master project worth 9 EC,
- a thesis project on the design of retail-related spaces, products and/or services, and
- Retail Design electives worth at least 9 EC from the Retail Design electives list below.

The other courses/projects you must complete belong to your Master's degree programme (IPD, DFI or SPD). For an overview of these courses, see the information about these specific Master's programmes.

Retail Design electives:

- Fundamentals of Retail Design (3 EC)
This course provides insights into the relationship between the individual (shopper, consumer and designer) and the environment, taking cultural ambitions and design aspirations into consideration. Ultimately, design is shaped by a complex of factors which in a state of tension: commercial and functional aspects on one hand, and cultural and aesthetic demands on the other.
- Designing for Retail (6 EC)
This project focuses on the application of the 'Retail Toolkit'. The shopping experience consists

of many inter-connected elements: perceptions mediated by human senses, service, visual merchandising, communication in the broadest sense of the word, the interior or the interactive design. With such an abundance of choices, a rigorous strategy and an innovative approach are vitally important.

- **Retail design & Management (3 EC)**
How are successful retail brands developed and positioned? This course reveals the essential tools needed to understand and communicate the uniqueness and differences of a brand and its potential whilst formulating a strategy that will exploit them to the fullest. It explores the different approaches and idioms available in developing business, brand and marketing strategies and placing them in their wider context.
- **Light Architecture (6 EC)**
The quality of urban space is increasingly central to our understanding and appreciation of urban life. With advances in technology, it is possible, with lighting, to enhance and condition our spatial experiences.
- **Sustainable Retail Design (3 EC)**
Retail environments are dependent on intensive energy consumption all along a very extensive supply chain that includes the manufacture and sourcing of products, packaging, and the energy used in the store for heating and lighting. Accordingly, sustainable retail design is of vital importance for retailing and for society at large.
- **Special Project Interior Architecture (9 EC)**
In this project the focus is on the specific material and spatial characteristics of the public interior. The content of the course is always coupled to a specific theme. The approach is either research focused or dealing with specific design aspects like detailing or interiors.
- **Research (6-9 EC)**
Students participate, on an individual basis, in one of the ongoing research projects of the Industrial Design Engineering faculty.

Career prospects

Graduates who specialise in Design for Retail have opportunities to move into demanding positions in retail design and related fields. They will acquire creative skills and abilities that will enable them to play a key role as designer and decision maker in the field of retail design. They have a unique understanding of how to apply design thinking to retailing, one of the fastest growing commercial sectors in the world. The qualities required for success include both practical design skills and insight into strategic elements of retailing and design.

Admission requirements

- **Graduates with a Bachelor's degree from a Dutch University of Applied Sciences (HBO):** Applicants holding a relevant HBO degree such as Human Technology, Mechanical Engineering, Human Movement Technology, Industrial Engineering, Civil Engineering, Aeronautical Engineering, and Engineering Design & Innovation may be admitted after following a bridging programme. Applicants with other degrees should contact one of the academic counsellors. All candidates must make a formal application for admission; for more information, please contact the academic counsellors.
- **Dutch university graduates:** Applicants with a BSc in Industrial Design from TU Delft, Eindhoven University of Technology, and Twente University will be admitted to the Master's programme without conditions. Applicants with another BSc from a Dutch university may be admitted to the Master's programme, depending on previous training and competence. Students will be required to enrol in a bridging programme. Required entry level skills include the following: Product Design, Information Design, Interaction Design, Multimedia Design, Basic Research skills and knowledge of technical product development aspects. If you are not sure whether your degree qualifies you for admission, please contact one of the academic counsellors listed below.
- **International applicants:** Applicants from non-Dutch universities apply on the basis of grades, portfolio, the reasons they wish to enroll in the Delft programme and their study and career objectives. These applicants must contact the IDE International Office before application. For details on admission requirements and procedures, see www.ide.tudelft.nl/international.

For further information: www.ipd.msc.tudelft.nl – www.dfi.msc.tudelft.nl – www.spd.msc.tudelft.nl

Dr Henri Christiaans, Associate Professor, or Prof. Rodney Fitch, Course Supervising Director T +31 (0)15 27 83063/83029 E H.H.C.M.Christiaans@tudelft.nl

Ms J.C. Thieme or Mr J.H. Wiltjer, Academic counsellors

T +31 (0)15 27 82941/83041 E master-io@tudelft.nl