
A.0 Retail Trends

The Current State of Affairs

EXPLORING A ROLE FOR INTERIOR DESIGN

IND 6255 Graduate Design I (80170) IND 5235 Formative Studio I (80523)
Class Time: **Tu/Th, 2:00 pm – 6:15 pm**
Location: **PCA Studio Floors**

Overview

The goal for this exercise is to strengthen your understanding of trends and contemporary issues influencing retail design.

Objectives

Understand retail trends and technologies impacting brick-and-mortar stores.
Identify the retail trends that can be applied to your project.
Identify innovative brands and retail stores that can serve as case studies for your design process.

Process

- In a group of 4-5 Research various articles, videos, and whitepaper; from scholarly sources, to identify eight to ten retail trends.
- Create an 11x17 digital presentation. Six pages maximum – must include a presentation page and reference page. Graphic design is not evaluated in this assignment.

Duration

- Out: Tuesday, August 22, 2023.
- Final Presentations **Thursday, August 24, 2023**