

VP: Spatial Experience Design

VP 211 — Styling, Prop and Set

2 credits; 1 lecture and 2 lab hours

This course explores styling opportunities in a range of media through lectures, demonstrations, and projects. Students are introduced to design and fabrication techniques for props and environments for photography and video productions. Assignments include creation of a temporary studio set, set and prop styling, styling for portraits, and scouting for props.

VP 301 — Overview of Visual Presentation and Exhibition Design

2 credits; 1 lecture and 2 lab hours

An overview of the visual presentation and exhibition design profession, this course focuses on the historical, social, artistic, commercial, and technical trends and developments over the past 100 years. Highlights include retail design, trade shows, expositions, and museum exhibition design.

VP 302 — Overview of Spatial Experience Design

2 credits; 1 lecture and 2 lab hours

An overview of the spatial experience design profession, this course focuses on the historical, social, artistic, commercial, and technical trends and developments over the past 100 years. Highlights include retail design, trade shows, expositions, and museum exhibition design.

VP 303 — Space, Environment and Visualization

4 credits; 2 lecture and 4 lab hours

In this course, students develop designs for presentation environments through a process that includes content research, analysis, conceptualization, visualization, design development, schematic drawing and presentation documentation. This process is applicable to an array of presentation projects including museum exhibitions, showrooms, interpretive centers, trade shows, retail, corporate, and experiential environments.

VP 304 — Brand, Spatial Experience and Retail Design

2 credits; 1 lecture and 2 lab hours

This course encompasses how the consumer experience can be enhanced through store planning, visual merchandising, and of point of purchase display. Store, fixture, and point-of-purchase design is applied to commercial environments. Overall store design, product presentation, and fixture design, as well as point-of-purchase design are applied to developing commercial environments that communicate fundamental brand narratives and anticipate customer behavior. Prerequisite(s): VP 303.

VP 305 — Placemaking, Wayfinding and Environmental Graphics

2 credits; 1 lecture and 2 lab hours

This course focuses on the creative integration of graphics into spaces to enhance the viewer's experience. The professional process of concept development, project proposals, schedules, techniques, materials, budget, production, and sources are explored. Assignments focus on the design of signage and other graphic media utilizing concept sketching and computer skills. Process and evaluation of the professional strategies are documented and evaluated. Prerequisite(s): VP 303.

VP 306 — CAD for Spatial Experience

2 credits; 1 lecture and 2 lab hours

This course presents 3D CAD techniques in Vectorworks, enabling designers to develop and present their concepts in 3D drawings and renderings. Prerequisite(s): VP 303.

VP 311 — Space and Environment for Visual Presentation and Exhibition Design

2 credits; 1 lecture and 2 lab hours

Students develop concepts and designs for presentation environments for trade shows and galleries. Designing free-standing installations, as well as tailoring an installation to an existing gallery, are emphasized.

VP 312 — Product Presentation - Small Scale

2 credits; 1 lecture and 2 lab hours

This course is an introduction to the process of developing design concepts for products and brands in visual merchandising. Students explore techniques through a series of projects that visually motivate consumers. They assemble design combinations and learn to construct effective merchandise presentations for the consumer and marketplace.

VP 313 — Visual Presentation in In-Store Design

2 credits; 1 lecture and 2 lab hours

This course encompasses design for visual merchandising and the related area of point-of-purchase display. Store, fixture, and point-of-purchase design is applied to commercial environments.

Prerequisite(s): VP 311.

VP 314 — Product Presentation - Large Scale

2 credits; 1 lecture and 2 lab hours

This course introduces large-scale installations designed to entertain, inform, and entice consumers to interact within the branded environment, experience space, trade show, festival, or exhibit. Students learn fabrication skills applicable to installing in windows or venue sites. The mannequin and its alternatives are presented as an important merchandising tool, and their correct usage will be emphasized as well as identity appeal to the customer.

Prerequisite(s): VP 312.

VP 321 — Visualization and Sketching for Design

2 credits; 1 lecture and 2 lab hours

In this course, students strengthen and develop their drawing skills for two-dimensional visualization and three-dimensional concepts, with an emphasis on hand drawing. Students draw inspiration from a variety of sources, including imagination, drawings, and photographs.

VP 331 — Three-Dimensional Construction for Spatial Experience Design

2 credits; 1 lecture and 2 lab hours

This course introduces students to the workshop environment, safe practices and techniques for design and production of three-dimensional presentation structures, will be taught as well as creation of scale models, props, and related components through lectures, demonstrations, and hands-on practice. Assignments include construction of walls, set and prop building, finishing and mounting of display objects for showrooms, galleries, museums, retail and other presentation environments.

VP 332 — Merchandising Lab for In-Store Design

1 credit; 2 lab hours

Through hands-on visual merchandising exercises, in this lab students execute product placement, key item initiatives, and fashion stories, and create soft and hard line product arrangements for brands.

Co-requisite(s): VP 313.

VP 341 — Graphic Strategy for Visual Presentation

2 credits; 1 lecture and 2 lab hours

Students study innovative graphic strategies to unify the visual presentation of merchandise in a retail environment. Focus is placed on the integration of graphics into a retail space to enhance the shopping experience. The process of concept development, as well as proposal preparation, schedules, techniques, materials, budget, production, and sources, are covered.

VP 400 — Portfolio and Careers in Spatial Experience Design

2 credits; 1 lecture and 2 lab hours

This course examines the communication and digital skills required to create an identity and visual narrative to prepare for professional careers. In the class students will produce an electronic portfolio using a variety of digital platforms as well as specific print support. Students develop research and communication skills to pursue internship, career research, and professional networking specifically for the space and brand experience design field. Corequisite(s): VP 441.

VP 401 — Brand Activation in Spatial Experience Design

2.5 credits; 1 lecture and 3 lab hours

Activations, Experience and Events are part of a very fast growing industry for the promotion and visibility of brands. Students explore and create meaningful and inspiring translations of brand campaigns and new products through interactive spaces, installations and experiences with the goal of educating, inspiring and gaining brand loyalty of consumers. Prerequisite(s): CT 303.

VP 402 — Styling for Professional Presentation

2.5 credits; 1 lecture and 3 lab hours

This advanced class explores an array of styling opportunities in a range of media through lectures, demonstrations, and studio projects. Students expand their three-dimensional and digital rendering skills to develop pieces for their portfolio. Working collaboratively, students design and construct a temporary three-dimensional trend forecasting installation for the Graduating Student Exhibition. Professional skills necessary for the industry such as scouting locations for photo shoots, finding appropriate props and set, development of fashion presentations and video production will be developed. Prerequisite(s): VP 211 and FS 434 Corequisite(s): FS 454.

VP 404 — Advanced Brand Experience in Retail Design

2 credits; 1 lecture and 2 lab hours

This course presents a further understanding of the retail experience with an emphasis placed on innovation, technical skills and research analysis. Overall design concepts, fixtures, choice of materials and graphic components will be studied, applied and evaluated. Students will develop documentation that meets industry standards as well as advanced rendering and visualization techniques. Prerequisite(s): VP 304.

VP 411 — Interpretive Exhibition Design

2 credits; 1 lecture and 2 lab hours

Designing exhibitions for museums and interpretive and science centers, students strengthen their research skills while exploring interactive and multimedia techniques, and develop projects from concept through proposal. Topics include specialty lighting, sound, working with fabricators, and audience and visitor studies.

Prerequisite(s): VP 303

Corequisite(s): VP 441.

VP 412 — Senior Design Project

4 credits; 1 lecture and 6 lab hours

In this capstone project, students select an area of focus from retail, museum, trade show, or showroom. Research, inquiry, and writing conducted in the seventh semester are solidified and applied to a design project. Students work with the instructor and industry mentors to create presentations, documentation, and prototypes.

Prerequisite(s): VP 411.

VP 431 — Prop and Set Design

2 credits; 1 lecture and 2 lab hours

This course introduces design and fabrication techniques for creating custom props and environments used in store windows and other exhibition settings. Students build props, backdrops, and three-dimensional sets using a variety of materials to obtain realistic or fantasy effects. Special effects, LED lighting, and the use of motors are also covered.

VP 432 — Store Window Presentation

2 credits; 1 lecture and 2 lab hours

Students learn how to design and execute store window displays in various large-scale settings including department stores, boutiques, malls, and specialty stores. Studio skills and techniques are employed using tools for hard and soft good displays. Students practice industry standard merchandise techniques using mannequins, props, and fixtures to clearly communicate the store image, promotion, or trend.

VP 433 — Advanced Store Design

2 credits; 1 lecture and 2 lab hours

Guided by industry members, students deepen their understanding of in-store design. Specific retailers provide merchandising challenges for them to address. Emphasis is placed on innovation, technical skills, and analysis of research. Students generate design books, digital documentation, floor plans, elevations, and graphic materials, as well as models, to formally show their designs.

Prerequisite(s): VP 313.

VP 441 — Interpretive Exhibition Graphics

2 credits; 1 lecture and 2 lab hours

This course explores the role of graphics as an integral component of exhibition design. Graphics are developed concurrently with exhibit design concepts from VP411. Through lectures, readings, and museum visits, students learn how graphics are used to create a comprehensive identity for the exhibition.

Prerequisite(s): VP 305

Corequisite(s): VP 411.

VP 461 — Portfolio and Professional Presentation

2 credits; 1 lecture and 2 lab hours

This course examines the critical thinking skills required to produce a portfolio, resume, and self-promotional marketing materials. Students develop career goals, job-seeking research and professional networking skills, and interviewing techniques for the visual presentation and exhibition design field.

VP 480 — Special Topics: Use A-Z

0 credits

VP 480A — Special Topics in Motion and Design: Storytelling for Graphic Design

2 credits; 1 lecture and 2 lab hours

This course covers the latest theories, principles, and skills of motion graphics. Graphic Design students utilize a variety of motion graphics software to contextualize their designs. Motion, sound and storytelling are stressed.

VP 499 — Independent Study in Spatial Experience Design

1-3 credit