

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Basic Principles of Window Dressing

Workshop Level



LAPT — London Academy of Professional Training

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Reference RT-VMS-W • Retail Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	RT-VMS-W
AWARD	Certificate
ASSESSMENT	445 marks — 267 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 Colour Theory and Application 3 chapters · 12 classes 65 marks	• 1 Foundations of Colour Theory in Window Dressing — 4 classes › 1.1 Understanding the Colour Wheel: Basics and Classification › 1.2 Exploring the Psychology of Colour in Retail Display › 1.3 Combining Colours: Techniques for Harmonious Displays › 1.4 Applying Colour Theory: Practical Exercises in Window Dressing • 2 Colour Schemes and Their Impact on Consumer Behaviour — 4 classes › 2.1 Understanding Colour Psychology in Retail Environments › 2.2 Identifying Key Colour Schemes that Influence Purchases › 2.3 Analyzing the Emotional Impact of Different Colour Combinations › 2.4 Applying Effective Colour Schemes to Enhance Window Displays • 3 Advanced Colour Application Techniques for Effective Window Displays — 4 classes › 3.1 Understanding Advanced Colour Harmonies › 3.2 Applying Accent Colours for Impact › 3.3 Incorporating Seasonal Colour Trends › 3.4 Evaluating Colour Psychology in Retail Displays
2 Customer Behaviour and Visual Impact 3 chapters · 12 classes 45 marks	• 1 Understanding Customer Behaviour in Retail Spaces — 4 classes › 1.1 Exploring the Basics of Customer Psychology in Retail › 1.2 Identifying Key Drivers of Customer Engagement › 1.3 Analyzing Customer Behavior Patterns in Retail Environments › 1.4 Applying Visual Merchandising Techniques to Influence Customer Choices • 2 Principles of Visual Impact and Their Effects on Customer Perception — 4 classes › 2.1 Understanding Visual Impact in Retail Environments › 2.2 Analyzing Customer Perception Through Visual Cues › 2.3 Applying Colour Theory to Enhance Visual Appeal › 2.4 Crafting Display Elements to Influence Buying Decisions • 3 Designing Effective Window Displays to Captivate Customers — 4 classes › 3.1 Understanding Customer Psychology in Window Shopping › 3.2 Identifying Key Elements of Visual Impact › 3.3 Designing Thematic Window Displays › 3.4 Evaluating the Effectiveness of Window Displays

3

Design and Creativity in Window Dressing

3 chapters · 12 classes **115 marks**

• 1 Understanding the Basics of Visual Elements in Window Dressing — 4 classes

- › 1.1 Exploring Key Visual Elements in Window Dressing
- › 1.2 Understanding Colour Theory and Its Impact on Display
- › 1.3 Harnessing Lighting Techniques to Enhance Visual Appeal
- › 1.4 Applying Basic Composition Rules in Window Dressing

• 2 Creative Techniques for Captivating Window Displays — 4 classes

- › 2.1 Exploring Visual Storytelling in Window Displays
- › 2.2 Utilizing Color and Light to Influence Shopper Behavior
- › 2.3 Incorporating Textures and Materials for Impact
- › 2.4 Designing Interactive Elements to Enhance Engagement

• 3 Incorporating Brand Identity and Storytelling in Window Design — 4 classes

- › 3.1 Understanding Brand Identity: Core Concepts for Window Dressing
- › 3.2 Exploring Storytelling Techniques in Visual Merchandising
- › 3.3 Integrating Brand Themes into Window Design Elements
- › 3.4 Crafting a Cohesive Brand Story through Window Displays

4

Introduction to Visual Merchandising

3 chapters · 12 classes **90 marks**

• 1 Foundations of Visual Merchandising and Its Impact on Retail — 4 classes

- › 1.1 Understanding the Fundamentals of Visual Merchandising
- › 1.2 Exploring the Role of Aesthetics in Consumer Engagement
- › 1.3 Analyzing the Retail Environment and Its Influence on Display
- › 1.4 Applying Visual Merchandising Techniques to Maximize Impact

• 2 Elements and Techniques of Effective Window Displays — 4 classes

- › 2.1 Understanding Key Elements of Window Displays
- › 2.2 Analyzing Color and Lighting in Window Design
- › 2.3 Implementing Themes and Storytelling Techniques
- › 2.4 Evaluating Success Through Customer Engagement

• 3 Implementing Visual Merchandising Strategies in Real-World Scenarios — 4 classes

- › 3.1 Analyzing Store Layout and Traffic Patterns for Optimal Window Displays
- › 3.2 Crafting Compelling Visual Themes to Enhance Customer Engagement
- › 3.3 Utilizing Color, Lighting, and Props to Captivate Shoppers
- › 3.4 Evaluating and Adjusting Window Displays Based on Feedback and Sales Data

5

Lighting Techniques

3 chapters · 12 classes **65 marks**

• 1 Fundamentals of Lighting in Window Displays — 4 classes

- › 1.1 Understanding the Role of Lighting in Window Displays
- › 1.2 Identifying Different Types of Lighting Techniques
- › 1.3 Exploring the Impact of Light and Shadow
- › 1.4 Applying Lighting Strategies for Visual Impact

• 2 Techniques for Effective Illumination — 4 classes

- › 2.1 Understanding the Basics of Illumination in Window Dressing
- › 2.2 Identifying Key Light Sources and Their Applications
- › 2.3 Experimenting with Light Angles and Intensity
- › 2.4 Applying Layered Lighting Techniques for Impactful Displays

• 3 Advanced Lighting Strategies for Visual Merchandising — 4 classes

- › 3.1 Understand the Role of Lighting in Visual Merchandising
- › 3.2 Explore Techniques for Creating Mood and Atmosphere with Light
- › 3.3 Learn to Use Light to Highlight Key Products and Displays
- › 3.4 Apply Advanced Lighting Techniques to Enhance Store Aesthetics

6

Seasonal and Promotional Themes

3 chapters · 12 classes **65 marks**

• 1 Understanding Seasonal Themes in Window Dressing — 4 classes

- › 1.1 Explore the Importance of Seasonal Themes in Window Dressing
- › 1.2 Identify Key Elements of Effective Seasonal Displays
- › 1.3 Analyze Real-World Examples of Successful Seasonal Windows
- › 1.4 Design a Concept Sketch for a Holiday-themed Window

• 2 Designing and Executing Promotional Themes — 4 classes

- › 2.1 Understand the Importance of Promotional Themes
- › 2.2 Explore Seasonal Collectives in Visual Merchandising
- › 2.3 Develop Creative Concepts for Promotions
- › 2.4 Execute and Evaluate Themed Window Displays

• 3 Integrating Seasonal and Promotional Themes: Best Practices — 4 classes

- › 3.1 Understanding Seasonal Themes: Identifying Key Elements
- › 3.2 Exploring Promotional Strategies: Aligning Themes with Sales Goals
- › 3.3 Designing Cohesive Displays: Combining Seasonal and Promotional Elements
- › 3.4 Evaluating Impact: Measuring Success and Customer Engagement

