

B

A

G

MUSIC CD MERCHANDISING

Quarter 6

Project 3.3

Week 7

Objective:

Introduce the student to considerations of design and the retail environment, to control and develop consumer confidence in the brand and develop a desire driven relationship with the product.

Lecture Outline:

Brand Positioning
Merchandising
Point of Sale
Material Integrity

B

A

G

MUSIC CD MERCHANDISING

Quarter 6

Project 3.3

Week 7

Assignment:

Design and develop an Retail Bag announcing the upcoming release of your Music CD for use in a retail music environment.

Final submissions to include full size “comps”

B

A

G

MUSIC CD MERCHANDISING

Quarter 6

Project 3.3

Week 7

Lecture(s) / Procedure:

8:00am Project Intro Mondays
Lecture

8:00am Other Mondays
Individual Consultations

11:00am Wednesdays
Interim Critiques
Group Discussion

11:00am Fridays
Interim or Final Critique

B

A

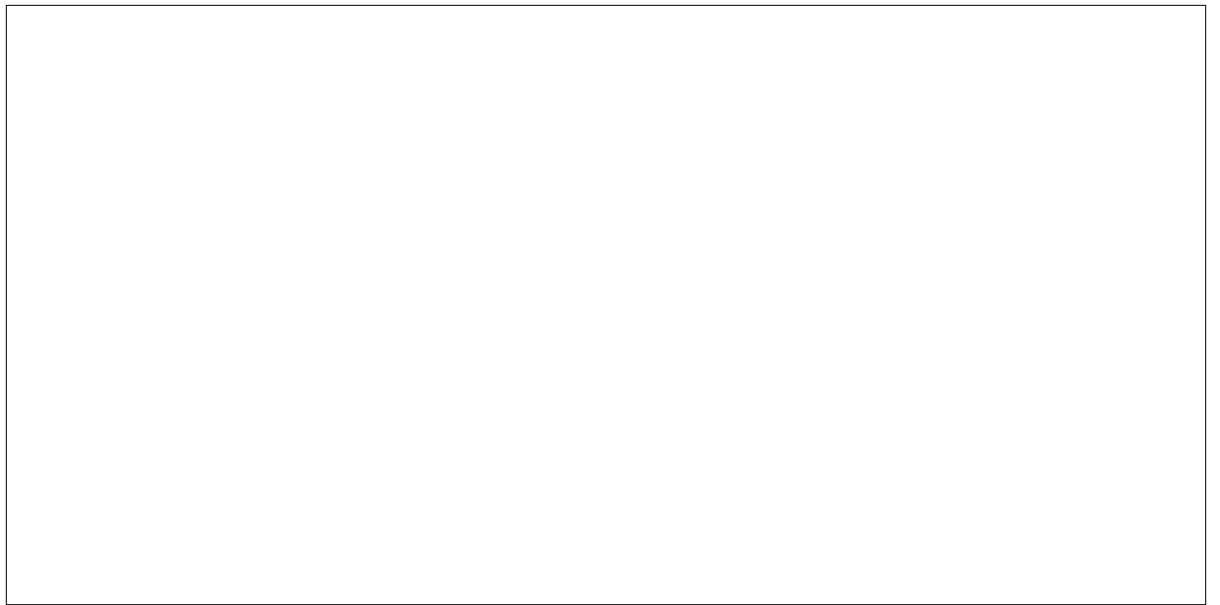
G

MUSIC CD MERCHANDISING

Quarter 6

Project 3.3

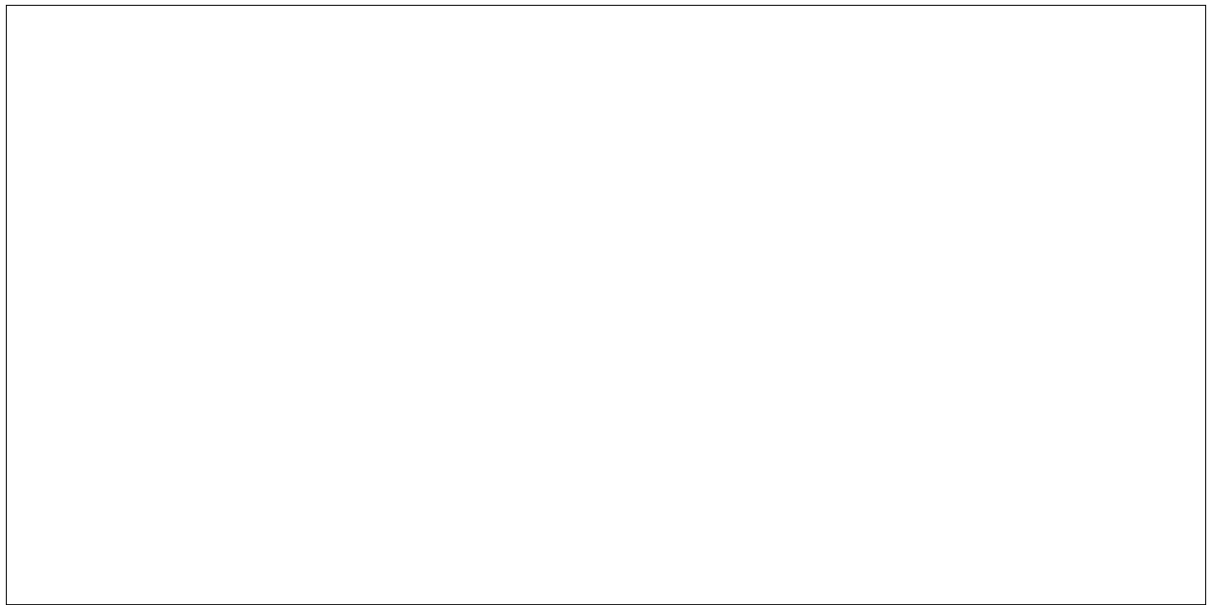
Week 7



Quarter 6

Project 3.3

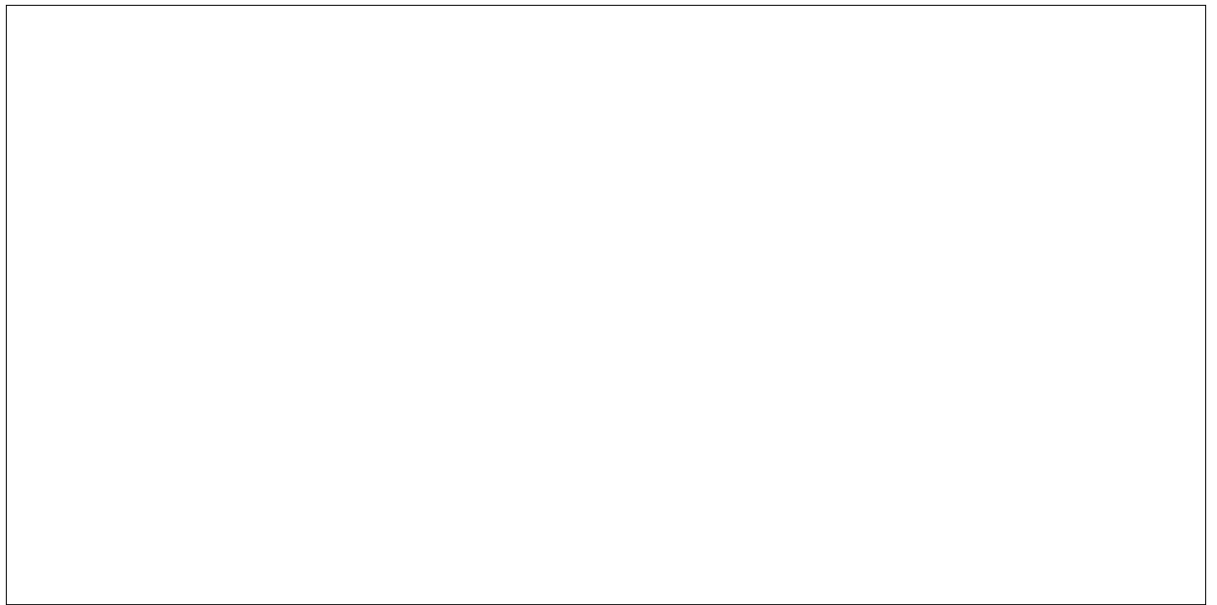
Week 7



Quarter 6

Project 3.3

Week 7



Quarter 6

Project 3.3

Week 7

