Any “design” solution has intentions, and the designer hopes the intended solutions satisfy the eventual users or audiences and achieve the goals of the clients. This is particularly true for a commercial design application. An even bigger question for designers is how the designed stuff (products, interiors, or/and architecture) influences the intended outcomes (consumer satisfaction, profits, etc.). Many companies spend tremendous amounts of money in marketing to figure this out. Then, how about architecture in market places, particularly in retail stores? Do you really believe that color, lighting, layout, furniture, and so on affect the profitability of the organization? The good news is the belief among marketers and retailers that the store environment (physical environment) does influence the profitability of the store. The bad news is they don’t exactly know how it works. Therefore, it sounds like they leave it up to us, the designers. Then, do you know? Through this seminar, we will try to answer these questions and explore a possible methodology to increase the probability of the intended design effects.

Therefore, the goal of this course is:
1. To explore design issues pertaining to designing for consumer driven market places.
2. To study the primary and supporting marketing functions of interior design, development, retail and service industries.
3. To explore the role of designers within the design process and marketing.
4. To enhance critical thinking, creativity and conceptualization skills through marketing ideation relating to architectural design in retail and service industries.

The topics covered include but are not limited to; design theory, environmental perception, consumer behavior, branding and market trends. Students will be involved in readings, discussions, observations, case studies, and/or team projects.