

Aim Provide an enterprise challenge activity to design a new window for the House of Fraser/Therapy window

Preparation VIEW Retail must be pre-installed on a stand alone PC or network (where licensed). The work experience activity could be undertaken by an individual or group of students.

Students will need some support in beginning their exploration of VIEW Retail. This can be achieved through a quick demonstration of by using the 'student guide' first. The students may also benefit from having access to maps on a printed sheet, to help them navigate around.

Students will need the attached student sheet with a pen or pencil, writing on the sheet or on another piece of paper.

Some students may be able to support their ideas with the use of ICT and an appropriate design or paint software application.

Students will need to consider how they might present their ideas, which should be as visual as possible.

Links to WRL Enterprise Design and Technology

Outcomes Improved skills with VIEW
Familiarisation with topic content in VIEW
Improved understanding of enterprise and in particular the concept of marketing a product or service in the most attractive way.
Improved problem solving key skills

Pre activity Encourage students to understand the challenge including the context in which it is set.
Discuss the purpose for a window display.
Review local shops and window displays and categorise them.
Review the Therapy window area, timelines and images.
Review the Visual merchandisers area on the 6th floor next to the HR offices.

Enterprise: Window design**Activity Enterprise challenge**

The students are asked to design a new window layout and present their ideas visually.

Students of almost all abilities could attempt this challenge even as a simple 'design' task. The challenge could provoke an appropriate response however from above average ability students.

Some students will discuss the effectiveness of a window display and whether to fill the window or use a 'themed' approach with a small number of key items to draw interest inside the store.

A few students may create interesting themes for the display, with some able to express ideas using a range of theme related items other than the standard mannequins and coloured boxes.

A few students will be able to present their ideas as coloured images using computer applications, coloured pencils, pens and paint.

Some students will be able to gather 'ideas' by taking digital photographs of local shop windows.

A few students will discuss the cost of a window display in terms of time and resources and may argue a better design including those factors.

Post activity Vote on the new ideas and elect a winner.
Discuss how the students might evaluate how effective their window display is.

Extension activities Use their mobile phone cameras or otherwise to record high street windows and discuss the effectiveness of each window

You will need...

You will need pen and paper to record your ideas and present your plans.

You may decide that you wish to use sketches, coloured pens or paint and larger pieces of paper to make your presentation.

The maps of each floor of the House of Fraser may help you record what you find and make it easier to locate it later.

The challenge

Tamara the Visual Manager has been asked by the Sales Manager to present ideas for a window display in the Therapy window to present a new range of sports/leisure clothing for teenagers. Tamara asks you, as part of the team to present some new ideas that the team can discuss.

If you would like to see the window being worked on at the moment then from the outside of the store click on the Therapy entrance to the left of the main store entrance. A timeline will show you a series of images as the window is constructed. Think carefully about the size and position of the window.

Present your ideas to the team.