

VISUAL MARKETING — A NEW FIELD OF STUDY

With the advent of mass production into the American economy, it has become more and more important for business to turn to mass means of selling and marketing their goods. As a result, visual marketing—the selling of goods on a mass basis through non-personal channels of sales—has become more and more important.

The purpose of this course is to acquaint the business man with the necessary means of creating a favorable market environment for the consumer. The ultimate goal of creating this environment is, of course, to convince the consumer to accept the goods or services that are being offered by the business man. In order to convince the consumer, and create the proper marketing environment, the proper selection of symbols, shapes, colors, atmosphere, and attitude must be present in the market place or in those means of communication which influence decisions made in the market place. The course in Visual Marketing is designed to explain the methods and theory behind the methods by which the proper marketing environment can be created. The course is designed for all business men interested in the marketing of goods—advertising, sales, public relation, design, engineering, artists, merchandisers, and management people.

The course itself is non-credit; its prime objective is to develop an analytical framework which can be used in business and everyday work operations. The course has been divided into four Semesters. Each of these Semesters is listed below.

1 Socio-Psychological Aspects of the Consumer in the Market Place

SEMESTER I

- 1 Introduction to Visual Marketing:
The Consumer in the Market Place Today

The Consumer As An Individual

- 2 Learning
- 3 Sensation, Perception
- 4 Response
- 5 Motivation

The Consumer In His Environment

- 6 Formation and Function of Groups
Primary and Reference Groups
- 7 Group Norms
- 8 Flow of Influence
- 9 Opinion Change
- 10 Social Class: Definition & Allocation
Social Class Differences in Purchasing
- 11 Class Mobility, the Status Symbol, and
Its Effect on Consumers
- 12 Contemporary American Society: An
Economic Approach

The Consumer And Media

- 13 Mass Media—Types and Effects
Media Purpose: Values, Cultural Themes,
Reinforcement
- 14 Credibility and Self-Selection
- 15 Contemporary American Society: A
Population Market Approach

The Consumer and Measuring Effects

- 16 Consumer Research and Measurement
Interviewing
- 17 Questionnaire Design
- 18 Projective Techniques: Theory
Projective Techniques: Applied
- 19 Survey Design
- 20 Test Marketing
- 21 Analysis of Consumer Research Results
Applying Analysis to Profit Goals

Conclusion & Summary

- 22 Approaching the Consumer in
the Market Place

2 Design of the Market Message for the Consumer Creation of the Proper

SEMESTER II

- 1 Introduction to Visual Communications

Visual Workshop

- 2 Elements in Nature Applied to Art
- 3 Make Monoprint—Brayer Painting
- 4 Modern Art as Applied to Design
- 5 Abstracting the Image
- 6 Do Flow Problem Using Photographs
- 7 The Graphic Image (How to Develop)
- 8 Medium and Texture: A Demonstration
- 9 Make a Montage
- 10 Fundamentals of Layout
- 11 Search and Research—Scope and
Availability of Material
- 12 Do Several Layouts
- 13 Analysis of Layout
- 14 Coordinating Material
Visual Presentation

Letters And Type

- 15 Background of Printing
Development of Letters
Letter Forms and Rendering Letter Forms
- 16 Classification of Typefaces, Identification
- 17 Typographic Niceties, Printer's
Measurements
- 18 Layout Card, Set and Proof

Color

- 19 Color Matching Methods and Their Uses
- 20 Application of Color to a Problem Based
on What's New

The Symbol

- 21 Visual Symbol—Its Development and Use
Apply to Problem
- 22 Seminar—Projected Thoughts on Visual
Communication

3 Market Environment for the Consumer

SEMESTER III

The planning of the marketing environment—intensive studies in interior planning, the locations of merchandise, merchandising, special and permanent displays, lighting, fitting, inventory control, and handling of impulse and staple goods are discussed during this Semester

- The New Outlets
- The Supermarket
- Field Trips
- New Fixtures and Hardware Items
- Field Trips
- The New Architecture
- Field Trips
- Interiors
- Display Techniques
- Display Techniques Workshop
- Packaging
- Packaging Workshop

4 Verbal and Non-Verbal Communication to the Consumer

SEMESTER IV

This Semester deals specifically with communications. The Semester is concerned with an abstract study of both visual and verbal communications, including semantics, symbology, an intensive study of the psychology of seeing and understanding, aspects of the creative approach to problem solving and logic.

- Semantics
- Symbology
- Advertising Principles
- Group Meeting
- Creativity
- Creativity Workshop
- Problem Solving
- Problem Solving Workshop

ID+IIT

INSTITUTE OF DESIGN
of the Illinois Institute
of Technology

3360 South State Street, Chicago 16, Illinois

Monday evenings 7:00-9:30—every other Saturday 9:00-12:00; 1:00-4:00. Tuition \$200 per semester. Registration by mail accepted until September 12. Registration at the Illinois Institute of Technology, September 12-13 from 6 to 8 p.m. Siegel Hall, 3301 South Dearborn Street.