

EVERYTHING YOU NEED TO KNOW ABOUT WORKING IN RETAIL DESIGN

Thinking of a career in retail design? Whether you're still studying or you've just graduated, there's nothing more useful than a bit of 'inside knowledge' to help you decide if this is the right career for you. So here's a few tips from some of our recent design graduates on what you'll need to be successful in the retail design industry.

ORGANISE A WORK PLACEMENT

There is no better way to find out if this is the job for you than to experience it for yourself. Work placements are much easier to find than you might think, many are paid and you never know – it could lead to a permanent position in the future. If you're interested in a placement at GRR email your CV and some examples of your work to julia.ash@grr.eu

BE BRAND AWARE

Although an intricate knowledge of marketing isn't necessary for great retail design, you will need a reasonable understanding of how brands portray themselves in store. Magazines such as Retail Week and Instore will keep you updated on who's doing what. Museums, exhibitions and the high street itself are also great sources of inspiration.

UNDERSTAND BOTH 3D AND GRAPHIC DESIGN

Most university courses will focus on 3D design. Whilst spatial awareness and modelling are key, you will also need a solid understanding of 2D design, as graphics feature heavily in retail.

BE PREPARED TO WORK HARD

The retail design industry is very fast-paced. You will be expected to work late, start early and come in over the occasional weekend. But if you're prepared to put in the hard work then the rewards are worth it – the pace creates a great team spirit, plenty of banter and lots of flexibility when the pressure is off.

HAVE A SOLID MANUFACTURING UNDERSTANDING

Some design agencies will have in-house production facilities, whereas others (like GRR) will use in-house project managers to sub-manufacture. Either way, you must always be aware of the manufacturing implications of your design to make sure it can be produced on time and in budget, so a basic understanding of production techniques is an absolute must.

