

Interaction design in retail

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Course goals

- Support for thesis brief development
- Flexible course theming
- Content marketing and creation
- User profiling to generate custom interactions
- Art direction
- User generated content
- Community management

Thesis Goal

- Product positioning strategy based on innovative communication strategies on traditional media and new digital media
- Fashion styling strategy and fashion editorial both for presse and the new media
- New strategic communication campaign for traditional and new media
- Interactive communication strategy