

Reflect and evaluate on what you have learned from the topic: Store's design and atmosphere

Hand in a podcast – sound file on Teams: Evaluation: Shop's design and atmosphere.

Timeslot 2-3 minutes.

Overall impression of my learning and participation.

Finish the sentences and elaborate on your answers.

I am proud of...

I could have done better...

I have learned...

In the next topic I will...

Work process: Write keywords, practice, record it and hand it in on Teams.

Below you can refresh what we did and how we did it. Refer to this in your reflection and evaluation.

T-learn: The Store's Design and Atmosphere

Text: 2.5 "The importance of a Retail Store's Design and Atmosphere"

- Reading, understanding – expand vocabulary and pronunciation.
 - Tips and tricks (listen to the text by pressing 'mic', IntoWords Cloud, google translate etc.).
- Comprehension questions
 - Prepare
 - Ask and give answers

TASK 1 Present a shop or café in a digital presentation to your team members.

- Teacher's template (something to lean into).
- Preparing the presentation.
- Doing the presentation.
- Give and receive feedback.

TASK 2 Analysis of a shop presented in a screencast

- Reading and understanding the template: 'Analysis of a shops design and atmosphere'.
- Teacher's template (something to lean into).
- Preparing the presentation, what and how did you prepare?
- Doing the video presentation.

Words and phrases, we have learned and used to communicate about store's design and atmosphere.

Ambiance and atmosphere

- How is the merchandise in the store displayed?
- Does it make customers want to linger and eventually purchase?
- Template: How to analyze ambience and atmosphere.

Visual merchandising

- How to display a certain new product to window displays to graphic signage.
- How is the item/group of items displayed? Eye level or above tend to draw bigger sales than items below.
- Color usage: color schemes effect how we react.
- Lights, music, smells, colors, design, and customer service it all creates a certain mood.

GLOSSARY in general about stores - retailing

Shop assistant, Salesperson	
Fitting room	
Credit card	
Variety	
Discount	
Cash-register, Counter cashier	
Shelves	
Displays	
Furniture	
'shopfitters' or 'shop equipment'	
Hanger	
Hanger rack	
Counter	