Chapter 18 Visual Merchandising and Display

Name:

Class ID:   
Class Hour:

Section 18.1

Display Features

Objectives:

* Explain the concept and purpose of visual merchandising
* Identify the elements of visual merchandising
* Describe types of display arrangements

***Visual Merchandising and Display***

|  |  |
| --- | --- |
| Visual Marketing  Definition:  Key Points:  Examples of Visuals Used: | Visual Merchandising  Definition:  Key points:  Examples: |

Purpose of Visual Marketing



***Why is it important? Read the slide list. In your own words, write a quick paragraph summary telling me why it is so important to have great Visual Merchandising?***

***5 Elements of Visual Merchandising:***

***Type Definition & Key Points***

***Who Does the Task of Visual Merchandising?   
 Visual Merchandiser:***

***Four Core Areas of Business that should create a positive shopping experience visually:***

|  |  |
| --- | --- |
| * ***Store Front*** | ***Definition:***  ***Store Front Elements can Include:***        ***Signs:***  ***Marquee:***  ***Entrances:***  ***Window Displays*** |
| 1. ***Store Interior*** | ***Definition***  ***Visual merchandising tools that create an inviting store interior:***         ***Colors & Lighting:***  ***Fixtures:***  ***Displays:*** |
| 1. ***Store Layout*** | ***Definition:***  ***Four Spaces of Store Interior:***  ***1***  ***2***  ***3***  ***4*** |

Section 18.2

Artistic Design

Objectives:

* Types of Displays
* List the five steps in creating a display
* Explain how the artistic elements function in display design
* Describe the importance of display maintenance

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| --- | --- |
| ***Types of Interior Displays*** | ***Definition:*** |

***5 Types of Displays:***

***Display design and preparation***

***How long does a display have to attract a customer’s attention?***

***Involves 5 Steps***

|  |  |
| --- | --- |
|  | ***Displays must be:*** |
|  | ***One Item Display:***  ***Similar – Product Display***  ***Related merchandise display***  ***Cross Mix display:*** |
|  | What are the three setting options? 1  2  3 |
|  | Artistic Elements include:   * 1. Lines   2. Colors   3. Direction – effective displays have a focal point:   Focal Point   * 1. Motion is good but should:   2. Lighting should be:   3. Proportion   4. Balance   Formal Balance  Informal Balance |
|  | How often checked?  Maintenance includes: |

Some Presentation Techniques often used:

1

2

3.

4

5

6

7