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 MarketingDefinition:Key Points:Examples of Visuals Used:  | Visual MerchandisingDefinition:Key points:Examples:  |

Purpose of Visual Marketing

* 1.
	2.

***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:***1.
2.
3.
4.

***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

|  |  |
| --- | --- |
| ***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***

|  |  |
| --- | --- |
| 1.
 | ***Displays must be:****
*
 |
|  | ***One Item Display:******Similar – Product Display******Related merchandise display******Cross Mix display:*** |
|  | What are the three setting options?123 |
|  | 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