Chapter 18
visual merchandising and display

Section 18.1
Display Features

Section 18.2
Artistic Design
**CONNECT**  What memorable visual displays have you seen at stores?
OBJECTIVES

• **Explain** the concept and purpose of visual merchandising.

• **Identify** the elements of visual merchandising.

• **Describe** types of display arrangements.

• **Understand** the role of visual merchandisers on the marketing team.
THE MAIN IDEA

Visual merchandising and displays are important promotional strategies to sell products and services, attract potential customers, and create a desired business image.
Display Features

VOCABULARY

• visual merchandising
• display
• storefront
• marquee
• store layout
• fixtures
• point-of-purchase displays (POPs)
• interactive kiosk
Display Features

Visual Merchandising Element Features

- Storefront
- Store Layout
- Elements of Visual Merchandising
- Store Interior
- Interior Displays
Visual Merchandising an Display

The term **visual merchandising** is not the same as **display**.

**visual merchandising**
Coordinating all the physical elements in a place of business to project an image to customers.

**display**
The visual and artistic aspects of presenting a product or service to a target group of customers to encourage a purchase.
### The Role of Visual Merchandisers

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build the overall business or brand image.</td>
</tr>
<tr>
<td>Design, create, and maintain design elements of the building and displays.</td>
</tr>
<tr>
<td>Promote the business’s image and sales of its products or services.</td>
</tr>
<tr>
<td>Attract customers to a business and keep them coming back.</td>
</tr>
<tr>
<td>Create an inviting selling space.</td>
</tr>
</tbody>
</table>
Display Features

Elements of Visual Merchandising

**Storefront**

**Signs**
A business's exterior, including the sign, marquee, outdoor lighting, banners, awnings, windows, and exterior design of the building.

**Marquee**
A canopy that extends over a store’s entrance.

**Entrances**

**Window Displays**
Elements of Visual Merchandising

**Store Layout**

- Selling Space
- Storage Space
- Personnel Space
- Customer Space

Ways that stores use floor space to facilitate and promote sales and serve customers.
Display Features

Elements of Visual Merchandising

Store Interior

- Fixtures: Permanent or movable store furnishings that hold and display merchandise.
Elements of Visual Merchandising

**point-of-purchase display (POP)**
A stand-alone structure that serves as a customer sales promotion device.

**Interactive kiosk**
An interactive point-of-purchase display that is a free-standing, full-service retail location.
Display Features

Elements of Visual Merchandising

Graphic Organizer

Which type of display would you use if you were interested in protecting valuable merchandise?

Which type is likely to generate the most sales?
1. **Differentiate** between visual merchandising and a display.

   Visual merchandising encompasses all the visual elements of the selling environment. Display relates only to those visual and artistic elements that present the product to a target group of customers.
2. **Elaborate** on how the four elements of visual merchandising are related.

   All four elements work together to create an overall image designed to appeal to the target customer. The storefront leads the customers into the store and other elements, such as layout and interior displays, encourage them to stay there and purchase items.
3. **Identify** five types of displays and how they are used.

Architectural displays are model rooms that show how merchandise might look in customers’ homes. Closed displays allow customers to look at, but not handle merchandise, unless they get the assistance from a salesperson. Open displays allow customers to handle merchandise without the assistance of a salesperson. Point-of-purchase displays are stand-alone structures that encourage immediate purchases. Interactive kiosks are point-of-purchase displays that are full-service retail locations that stand in existing businesses or shopping malls.
Before You Read

PREDICT What personal traits and technical skills do you need to design an effective store display?
OBJECTIVES

• **List** the five steps in creating a display.

• **Explain** how artistic elements function in display design.

• **Describe** the importance of display maintenance.
THE MAIN IDEA

Visual merchandising must know the rules of artistic design to create displays that enhance sales, attract customers, and sustain customer loyalty.
Artistic Design

VOCABULARY

• props
• color wheel
• complementary colors
• adjacent colors
• triadic colors
• focal point
• proportion
• formal balance
• informal balance
Artistic Design

Steps to Create a Display

Step 1

Step 2

Step 3

Step 4

Step 5
Artistic Design

Section 18.2

Steps to Create a Display

**Step 1**
Select merchandise for display

**Step 2**
Select the type of display

**Step 3**
Choose a setting

**Step 4**
Manipulate the artistic elements

**Step 5**
Evaluate the completed display
Display Design and Preparation

Steps to Create a Display

1. Select Merchandise for Display
   - Be visually appealing
   - Attract customers
   - Merchandise must be seasonally appropriate
Display Design and Preparation

Steps to Create a Display

<table>
<thead>
<tr>
<th>2</th>
<th>Select the Type of Display</th>
</tr>
</thead>
<tbody>
<tr>
<td>➤</td>
<td>One-item display</td>
</tr>
<tr>
<td>➤</td>
<td>Similar-item display</td>
</tr>
<tr>
<td>➤</td>
<td>Related-product display</td>
</tr>
<tr>
<td>➤</td>
<td>Assortment or cross-mix display</td>
</tr>
<tr>
<td>➤</td>
<td>Props</td>
</tr>
<tr>
<td></td>
<td>– Decorative or functional</td>
</tr>
</tbody>
</table>

_props_
Properties that are items or physical objects that hold the merchandise on display or support the display setting.
Display Design and Preparation

Steps to Create a Display

<table>
<thead>
<tr>
<th>3</th>
<th>Choose a Setting</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Realistic</td>
</tr>
<tr>
<td></td>
<td>Semi-realistic</td>
</tr>
<tr>
<td></td>
<td>Abstract</td>
</tr>
</tbody>
</table>
Display Design and Preparation

Steps to Create a Display

<table>
<thead>
<tr>
<th>4</th>
<th>Manipulate the Artistic Elements</th>
</tr>
</thead>
<tbody>
<tr>
<td>➤</td>
<td>Line</td>
</tr>
<tr>
<td>➤</td>
<td>Color</td>
</tr>
<tr>
<td>➤</td>
<td>Color wheel</td>
</tr>
<tr>
<td>➤</td>
<td>Complementary colors</td>
</tr>
<tr>
<td>➤</td>
<td>Adjacent colors</td>
</tr>
<tr>
<td>➤</td>
<td>Triadic Colors</td>
</tr>
<tr>
<td>➤</td>
<td>Shape</td>
</tr>
<tr>
<td>➤</td>
<td>Direction</td>
</tr>
<tr>
<td>➤</td>
<td>Focal point</td>
</tr>
<tr>
<td>➤</td>
<td>Texture</td>
</tr>
</tbody>
</table>

### Manipulate the Artistic Elements

- **color wheel**: Illustrates the relationships among colors.
- **complementary colors**: Colors that are opposite each other on the color wheel and create high contrast.
- **adjacent colors**: Those that are located next to each other on the color wheel and share the same undertones; also called analogous colors.
- **triadic colors**: Three colors equally spaced on the color wheel, such as red, yellow, and blue.
- **focal point**: An area in a display that attracts attention first.
Display Design and Preparation

Steps to Create a Display

4. Manipulate the Artistic Elements

- **Proportion**
- **Balance**
  - Formal balance
  - Informal balance
- **Motion**
- **Lighting**

**proportion**
The relationship between and among objects in a display.

**formal balance**
Created in a display by placing large items with large items and small items with small items.

**informal balance**
Achieved in a display by placing several small items with one large item within the display.
Display Design and Preparation

Steps to Create a Display

5 Evaluate the Completed Display

- Is the store’s image enhanced?
- Does it appeal to customers?
- Does it promote the product in the best way possible?
- Is the theme creatively applied?
- Is the signage appropriate?
- Was the result pleasing?
Choose two complementary colors, two adjacent colors, and three triadic colors.
Display Design and Preparation

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shape</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direction</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Texture</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proportion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balance</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Display Design and Preparation

**Graphic Organizer**

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shape</td>
<td>Physical appearance or outline of a display</td>
<td>Square, circle, triangle</td>
</tr>
<tr>
<td>Direction</td>
<td>Way viewer’s eye is moved</td>
<td>Repetition, lighting, pattern of organization</td>
</tr>
<tr>
<td>Texture</td>
<td>Surfaces in a display</td>
<td>Rough, smooth</td>
</tr>
<tr>
<td>Proportion</td>
<td>Relationships between display objects</td>
<td>Sizing merchandise so that it dominates</td>
</tr>
<tr>
<td>Balance</td>
<td>A sense of visual equality</td>
<td>Formal, informal</td>
</tr>
</tbody>
</table>
Display Maintenance

Evaluate the Completed Display

Evaluate the Completed Display

Evaluate the Completed Display

Evaluate the Completed Display

Evaluate the Completed Display

Evaluate the Completed Display
Display Maintenance

Evaluate the Completed Display

- Does it enhance image?
- Does it promote product in best way?
- Was theme creative?
- Was signage appropriate?
1. **Explain** why the first step in display preparations is so important.

   Selecting the merchandise is important because it will determine the theme and the other elements of the display.
2. **Differentiate** between decorative and functional props.

Decorative props include such things as floor coverings, wall treatments, and backgrounds to create an interesting setting. Functional props serve a useful purpose and include items for holding merchandise such as mannequins, racks, and shirt forms.
Artistic Design

3. **Describe** how formal balance and informal balance are achieved in a display.

   Formal balance is achieved by placing large items with large items and small items with small items. Informal balance is achieved by balancing a large item with several smaller ones in a display.
End of

Chapter 18
visual merchandising and display

Section 18.1
Display Features

Section 18.2
Artistic Design