



Chapter 18

Visual Merchandising and Display

- Section 18.1 Display Features
- Section 18.2 Artistic Design

Display Features

Key Terms

visual merchandising

display

storefront

marquee

store layout

fixtures

point-of-purchase displays (POPs)

kiosk

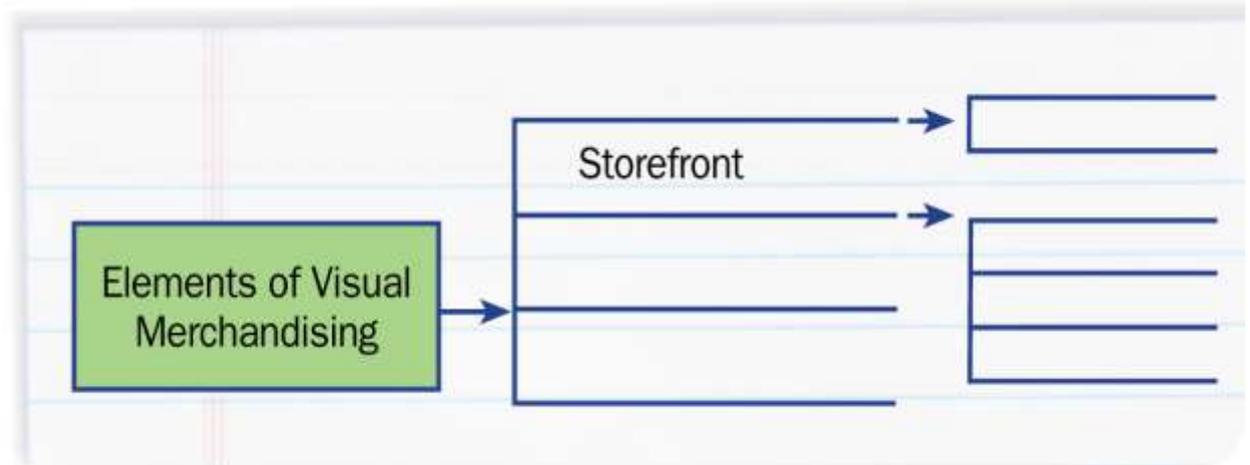
Objectives

- 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

Marketing and the Marketing Concept

Graphic Organizer

Use a chart like this one to take notes on the basics of merchandising and display.



Visual Merchandising and Display

visual merchandising

Coordinating the physical elements in a place of business to project the right image to customers.

Visual merchandising ◀ encompasses all of the physical elements that merchandisers use to project an image to customers, and:

- Promotes interest in merchandise or services
- Encourages purchasing
- Reinforces customer satisfaction

Visual Merchandising and Display

display



The visual and artistic aspects of presenting a product to a target group of customers.

Display ◀ refers to the visual and artistic aspects of presenting a product to a target group of customers. Visual merchandising, by contrast, encompasses the visual and artistic aspects of the entire business environment.

The Role of the Visual Merchandiser

Visual merchandisers are responsible for:

- The total merchandise or service presentation
- The overall business/brand image
- The building and placement of design elements

Elements of Visual Merchandising

Merchandisers consider four elements key to achieving the goal of creating a positive shopping experience for consumers:

- Storefront and store layout
- Store interior and displays

Storefront

storefront



The exterior of a business that includes a store's sign or logo, marquee, outdoor lighting, banners, planters, awnings, windows, the exterior design, ambiance, landscaping, and lighting of the building.

The **storefront** encompasses a store's:

- Sign or logo
- Marquee and banners
- Awnings and windows
- Exterior design, ambiance, and landscaping

Storefront

A marquee is an architectural canopy that extends over a store's entrance. Entrances are usually designed with customer convenience and store security in mind while window displays:

- Initiate the selling process
- Create excitement and attract prospects

Store Layout

store layout

The ways that stores use floor space to facilitate and promote sales and serve customers.

Store layout ◀ refers to ways that stores use floor space to facilitate and promote sales and serve customers. There are four distinct spaces:

- Selling and storage spaces
- Personnel space
- Customer space

Store Interior

Stores utilize visual merchandising tools such as:

- Mannequins and props
- Seating
- Floor and wall coverings
- Lighting and colors
- Store fixtures, interior signage, and graphics

Store Interior

Bright colors and light pastels appeal to different types of customers, while interior graphics and signs can be used to promote items or give directions. Walls can be covered to reinforce the store image or display merchandise.

Store Interior

fixtures



The principal installations in a store; permanent or movable store furnishings that hold and display merchandise.

The principal installations in a store are the **fixtures** ◀. Fixtures are permanent or movable store furnishings that hold and display merchandise. The basic types include:

- Display cases, tables, and counters
- Shelving units, racks, and bins

Interior Displays

If interior displays are done well, they enable customers to make a selection without the assistance of a sales clerk. Five types of interior displays are:

- Closed and open displays
- Point-of-purchase displays and decorations

Interior Displays

point-of-purchase displays (POPs)



A sales promotion device; manufactured units with bold graphics and signage that hold, display, or dispense products.

Point-of-purchase displays (POPs) ◀ are consumer sales promotion devices that hold, display, or dispense products. They promote impulse purchases. Examples include vending machines and racks holding candy at a checkout stand.

Interior Displays

kiosks



Interactive point-of-purchase displays that are typically four feet high, have pedestal-mounted high-tech screens, and take up only a few square feet of floor space.

Kiosks ◀ are interactive point-of-purchase or retail stands, such as photo-finishing stands for processing digital photos. They are popular because of:

- Immediate product availability
- More reliable technology
- Information services

Interior Displays

Props, also called properties, are special display elements. They are generally classified as decorative or functional. Functional props, such as mannequins, hold merchandise.



SECTION 18.1 REVIEW

SECTION 18.1 REVIEW

PLAY

- click twice to continue -

Artistic Design

Key Terms

color wheel

complementary colors

adjacent colors

triadic colors

focal point

proportion

formal balance

informal balance

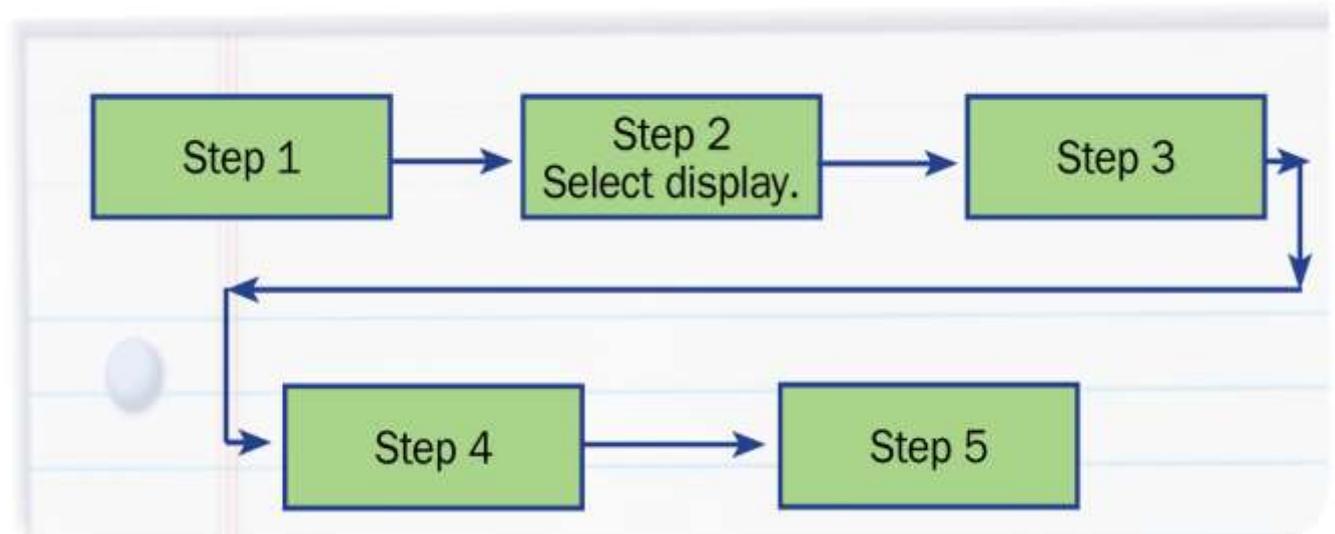
Objectives

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

Artistic Design

Graphic Organizer

As you review this section, identify the key steps in display in a flow chart like this one.



Display Design and Preparation

A display generally has about four to six seconds to attract a customer's attention, create a desire, and sell a product.

Display design involves selecting merchandise, selecting the display, choosing a setting, manipulating artistic elements, and evaluating completed displays.

Display Design and Preparation

1. Selecting the merchandise for display. Display merchandise must be visually appealing and appropriate for the season.



Display Design and Preparation

2. Selecting the display. There are four basic types of display:
 - One item display, showing a single item
 - Similar-product display, showing one kind of item from different brands
 - Related-merchandise display, grouping items that can be used together
 - Cross-mix merchandise display

Display Design and Preparation

3. Choosing a setting. The setting a business selects will depend largely on the image it wants to project. Settings can be:
 - Realistic
 - Semirealistic
 - Abstract

Display Design and Preparation

4. Manipulating artistic elements. The artistic elements of a display include:
 - Line, color, and shape
 - Direction and texture
 - Proportion and balance
 - Motion and lighting

Manipulating Artistic Elements

color wheel

A circular illustration of the relationships between colors.

complementary colors

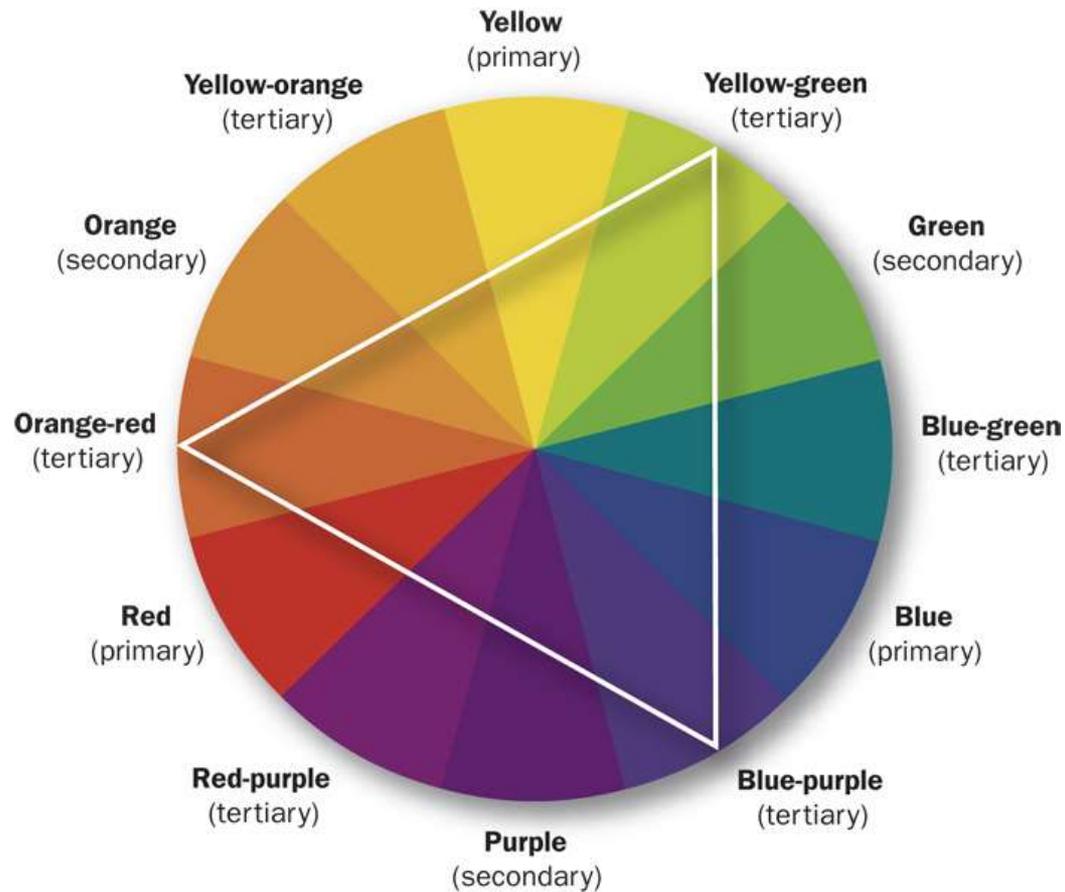
Colors that are opposites on the color wheel and are used to create high contrast.

Display colors should make the display stand out. The standard **color wheel**  illustrates the relationships among colors.

Complementary colors  are found opposite each other on the color wheel and are used to create high contrast.

Manipulating Artistic Elements

The Color Wheel



Manipulating Artistic Elements

adjacent colors



Colors that are located next to each other on the color wheel and share the same undertones; also known as analogous colors.

Adjacent colors ◀, also called analogous colors, are located next to each other on the color wheel and share the same undertones.

Manipulating Artistic Elements

triadic colors

Three colors that are equally spaced on the color wheel.

Triadic colors ◀ involve three colors equally spaced on the color wheel, such as red, yellow, and blue. Triadic color harmony creates vivid and contrasting color schemes.

Effective displays use color groupings to create visual calm or excitement.

Manipulating Artistic Elements

Shape refers to the physical appearance, or outline, of a display. Some of the shapes that display units may resemble include:

- Squares and cubes
- Circles and triangles

Manipulating Artistic Elements

focal point



An area in a display that attracts attention first, above all else.

Effective displays have direction, which is a smooth visual flow from one part of the display to another. They should also have a **focal point** ◀, an area in the display that attracts attention first, above all else.

Manipulating Artistic Elements

proportion



The relationship between and among objects in a display.

Texture is the look of the surfaces in a display. The contrast between the textures used in a display creates visual interest.

Proportion ◀ refers to the relationship between and among objects in a display. Props, graphics, and signs should be in proportion.

Manipulating Artistic Elements

formal balance

When a large item is placed on one side of a display, a similarly large item should be placed on the other side.

Formal balance ◀ in a display happens when items of similar size are grouped together, or they are placed in opposite positions to balance one another out.

Manipulating Artistic Elements

informal balance

The placement of several small items with one large item within a display.

Informal balance ◀ occurs when small items are grouped with a large item.

Motion is playing an increasingly important role in display design. Animation can be achieved through the use of motorized fixtures, props, and mannequins.

Manipulating Artistic Elements

Proper lighting is critical to attractive displays. It is recommended that display lighting be two to five times stronger than a store's general lighting.

Display Design and Preparation

5. Evaluating Completed Displays

Be sure to ask questions about your displays, such as:

- Do they enhance the store's image?
- Was a theme creatively applied?
- Were the color and signage appropriate?
- Was the result pleasing?

Display Maintenance

Once a display has been constructed, it needs to be maintained and eventually dismantled. Most businesses check displays daily for damage, displacements, or missing items caused by customers handling the merchandise.



SECTION 18.2 REVIEW

SECTION 18.2 REVIEW

PLAY

- click twice to continue -

FOCUS on KEY POINTS

Section 18.1

- Visual merchandising is an important part of a business's total promotional mix. Visual merchandising and display must be coordinated with advertising, direct marketing, personal selling, and sales promotion efforts.

FOCUS on KEY POINTS

Section 18.2

- Visual merchandising and in-store displays help to sell products and build store and brand image. Businesses create effective displays by using prescribed steps and rules for artistic design to attract customers and to keep them coming back.



This chapter has helped prepare you to meet the following DECA performance indicators:

- Explain the use of visual merchandising in retailing.
- Plan visual merchandising activities.
- Demonstrate orderly and systematic behavior.
- Make oral presentations.
- Demonstrate appropriate creativity.



CHAPTER 18 REVIEW

CHAPTER 18 REVIEW

You are X.

Start by picking a square. If you answer correctly, you win that square. If your answer is incorrect, O gets the square.

PLAY

- click twice to continue -