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# Chapter 18 Visual Merchandising and Display

## Discovery Project Worksheet

**Directions** Visual merchandising encompasses all of the physical elements that merchandisers use to project an image to customers. Fill in the elements of the visual merchandising outline below with your ideas for creating a merchandise display in an on-campus coffee house.

### I. Elements of Visual Merchandising

- A. Storefront: \_\_\_\_\_
- B. Signs/Marqueses: \_\_\_\_\_
- C. Entrances: \_\_\_\_\_
- D. Window Displays: \_\_\_\_\_  
\_\_\_\_\_

### II. Store Layout

- A. Selling Space: \_\_\_\_\_
- B. Storage Space: \_\_\_\_\_
- C. Personnel Space: \_\_\_\_\_
- D. Customer Space: \_\_\_\_\_

### III. Store Interior

- A. Color, Lighting, Graphics, Paint: \_\_\_\_\_  
\_\_\_\_\_
- B. Fixtures: \_\_\_\_\_  
\_\_\_\_\_

### IV. Interior Displays

- A. Point-of-Purchase Displays: \_\_\_\_\_
- B. Interactive Kiosks: \_\_\_\_\_
- C. Props: \_\_\_\_\_  
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