

Chapter 18 Visual Merchandising and Display

Section 18.2 Artistic Design

Review Key Concepts

1. Selecting the merchandise is important because it will determine the theme and the other elements of the display.
2. 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.
3. 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.

Practice Academics

English Language Arts

4. Accept all reasonable paragraphs which focus on a specific store display and explain how its effectiveness could be improve. For example, students could explain how the display lacked balance and/or proportion, the focal point was unclear, the colors were a little too harsh for the type of merchandise, and so on.

Social Studies

5. Student posters should contain a sketch of a point-of-purchase display from a local boutique. The sketch should be annotated with comments about the display, such as its purpose, ease-of-use, and the degree to which it was actually used by store customers.