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# Chapter 18 Visual Merchandising and Display

## Section 18.1 Display Features

### Section Outline with Content and Academic Vocabulary

#### Section Outline

Visual Merchandising and Display

    The Role of Visual Merchandising

Elements of Visual Merchandising

    Storefront

        Signs

        Marquee

        Entrances

        Window Displays

    Store Layout

    Store Interior

        Graphics, Signage, Color, and Sound

        Lighting

        Fixtures

    Types of Interior Displays

        Architectural Displays

        Closed Displays

        Open Displays

        Point-of-Purchase Displays

            Interactive Kiosks

        Store Decorations

# Chapter 18 Visual Merchandising and Display

## Section 18.1 Display Features

### Section Outline with Content and Academic Vocabulary *continued*

#### Content Vocabulary

**visual merchandising** Coordinating all the physical elements in a place of business to project an image to customers. (p. 423)

**display** The visual and artistic aspects of presenting a product or service to a target group of customers to encourage a purchase. (p. 423)

**storefront** A business's exterior, including the sign, marquee, outdoor lighting, banners, awnings, windows, and exterior design of the building. (p. 424)

**marquee** A canopy that extends over a store's entrance. (p. 424)

**store layout** Ways that stores use floor space to facilitate and promote sales and serve customers. (p. 425)

**fixtures** Permanent or movable store furnishings that hold and display merchandise. (p. 427)

**point-of-purchase display (POP)** A standalone structure that serves as a customer sales promotion device. (p. 428)

**interactive kiosk** An interactive point-of-purchase display that is a free-standing, full-service retail location. (p. 429)

#### Academic Vocabulary

**project** To put or send forth. (p. 423)

**concept** An abstract or general idea inferred or derived from specific instances. (p. 423)