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# Chapter 18 Visual Merchandising and Display

## Section 18.2 Artistic Design

### Section Outline with Content and Academic Vocabulary

#### Section Outline

Display Design and Preparation

Step 1: Select Merchandise for Display

Step 2: Select the Type of Display

Step 3: Choose a Setting

Step 4: Manipulate the Artistic Elements

Line

Color

Shape

Direction

Texture

Proportion

Balance

Motion

Lighting

Step 5: Evaluate the Completed Display

Display Maintenance

# Chapter 18 Visual Merchandising and Display

## Section 18.2 Artistic Design

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

#### Content Vocabulary

**props** Properties that are items or physical objects that hold the merchandise on display or support the display setting. (p. 432)

**color wheel** Illustrates the relationships among colors. (p. 434)

**complementary colors** Ones that are opposite each other on the color wheel and create high contrast. (p. 434)

**adjacent colors** Those that are located next to each other on the color wheel and share the same undertones; also called analogous colors. (p. 434)

**triadic colors** Three colors equally spaced on the color wheel, such as red, yellow, and blue. (p. 434)

**focal point** An area in a display that attracts attention first. (p. 435)

**proportion** The relationship between and among objects in a display. (p. 435)

**formal balance** Created in a display by placing large items with large items and small items with small items. (p. 435)

**informal balance** Achieved in a display by placing several small items with one large item within the display. (p. 435)

#### Academic Vocabulary

**equip** To provide with something, usually for a specific purpose. (p. 431)

**principle** A basic generalization that is accepted as true and that can be used as a basis for reasoning or conduct. (p. 433)