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
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  Lighting
  Fixtures

Types of Interior Displays
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    Interactive Kiosks

Store Decorations
Chapter 18 Visual Merchandising and Display

Section 18.1 Display Features

Content 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)