

Interior Displays

If interior displays are done well, they enable customers to make a selection without the assistance of a sales clerk. Five types of interior displays are:

- Closed and open displays
- Point-of-purchase displays and decorations

Interior Displays

point-of-purchase displays (POPs)



A sales promotion device; manufactured units with bold graphics and signage that hold, display, or dispense products.

Point-of-purchase displays (POPs) ◀ are consumer sales promotion devices that hold, display, or dispense products. They promote impulse purchases. Examples include vending machines and racks holding candy at a checkout stand.

Interior Displays

kiosks



Interactive point-of-purchase displays that are typically four feet high, have pedestal-mounted high-tech screens, and take up only a few square feet of floor space.

Kiosks ◀ are interactive point-of-purchase or retail stands, such as photo-finishing stands for processing digital photos. They are popular because of:

- Immediate product availability
- More reliable technology
- Information services

Interior Displays

Props, also called properties, are special display elements. They are generally classified as decorative or functional. Functional props, such as mannequins, hold merchandise.

The slide features a red top border with a blue and yellow wavy pattern. A red banner at the top center contains the text "SECTION 18.1 REVIEW" in white. Below the banner is a large green chalkboard with a red border and gold corner fasteners. Gold decorative swirls are placed at the top and bottom corners of the chalkboard. The bottom of the slide has a white wavy border.

SECTION 18.1 REVIEW

SECTION 18.1 REVIEW

PLAY

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Artistic Design

Key Terms

color wheel

complementary colors

adjacent colors

triadic colors

focal point

proportion

formal balance

informal balance

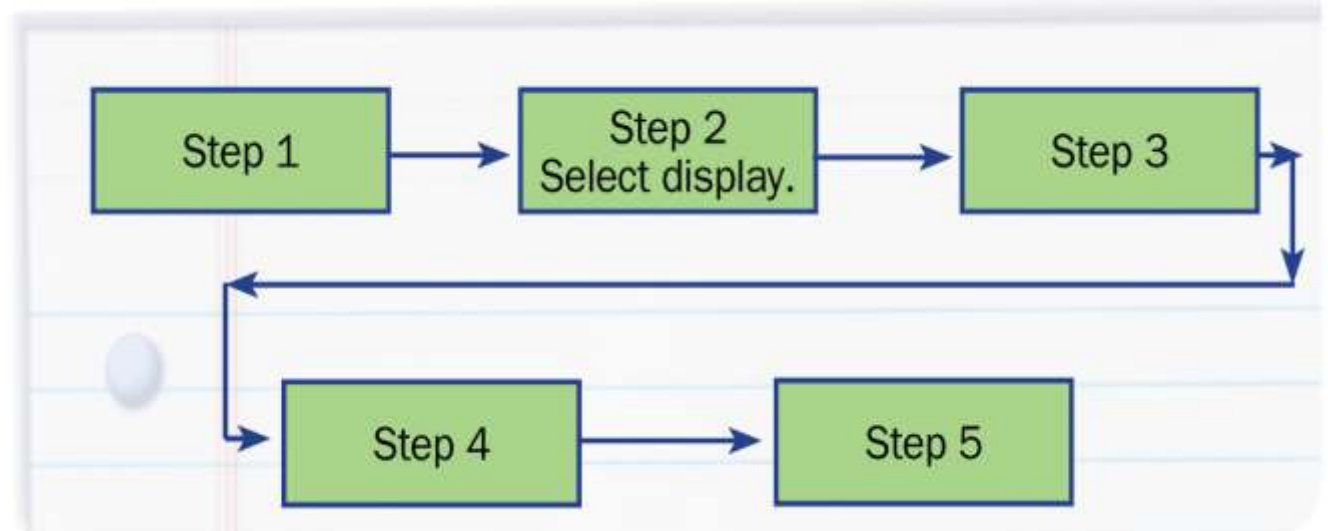
Objectives

- List the five steps in creating a display
- Explain how artistic elements function in display design
- Describe the importance of display maintenance

Artistic Design

Graphic Organizer

As you review this section, identify the key steps in display in a flow chart like this one.



Display Design and Preparation

A display generally has about four to six seconds to attract a customer's attention, create a desire, and sell a product.

Display design involves selecting merchandise, selecting the display, choosing a setting, manipulating artistic elements, and evaluating completed displays.

Display Design and Preparation

1. Selecting the merchandise for display. Display merchandise must be visually appealing and appropriate for the season.



Display Design and Preparation

2. Selecting the display. There are four basic types of display:
 - One item display, showing a single item
 - Similar-product display, showing one kind of item from different brands
 - Related-merchandise display, grouping items that can be used together
 - Cross-mix merchandise display

Display Design and Preparation

3. Choosing a setting. The setting a business selects will depend largely on the image it wants to project. Settings can be:
 - Realistic
 - Semirealistic
 - Abstract

Display Design and Preparation

4. Manipulating artistic elements. The artistic elements of a display include:
 - Line, color, and shape
 - Direction and texture
 - Proportion and balance
 - Motion and lighting

Manipulating Artistic Elements

focal point



An area in a display that attracts attention first, above all else.

Effective displays have direction, which is a smooth visual flow from one part of the display to another. They should also have a **focal point** ◀, an area in the display that attracts attention first, above all else.

Manipulating Artistic Elements

proportion



The relationship between and among objects in a display.

Texture is the look of the surfaces in a display. The contrast between the textures used in a display creates visual interest.

Proportion ◀ refers to the relationship between and among objects in a display. Props, graphics, and signs should be in proportion.

Manipulating Artistic Elements

formal balance

When a large item is placed on one side of a display, a similarly large item should be placed on the other side.

Formal balance ◀ in a display happens when items of similar size are grouped together, or they are placed in opposite positions to balance one another out.

Manipulating Artistic Elements

informal balance

The placement of several small items with one large item within a display.

Informal balance ◀ occurs when small items are grouped with a large item.

Motion is playing an increasingly important role in display design. Animation can be achieved through the use of motorized fixtures, props, and mannequins.

Manipulating Artistic Elements

Proper lighting is critical to attractive displays. It is recommended that display lighting be two to five times stronger than a store's general lighting.

Display Design and Preparation

5. Evaluating Completed Displays

Be sure to ask questions about your displays, such as:

- Do they enhance the store's image?
- Was a theme creatively applied?
- Were the color and signage appropriate?
- Was the result pleasing?

Display Maintenance

Once a display has been constructed, it needs to be maintained and eventually dismantled. Most businesses check displays daily for damage, displacements, or missing items caused by customers handling the merchandise.

The slide features a red top border with a blue and yellow wavy pattern. A red banner at the top center contains the text "SECTION 18.2 REVIEW" in white. Below the banner is a large green chalkboard area with a red border. The chalkboard is decorated with yellow spiral patterns at the corners and along the sides. The bottom of the slide has a white wavy border.

SECTION 18.2 REVIEW

SECTION 18.2 REVIEW

PLAY

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FOCUS on KEY POINTS

Section 18.1

- Visual merchandising is an important part of a business's total promotional mix. Visual merchandising and display must be coordinated with advertising, direct marketing, personal selling, and sales promotion efforts.

FOCUS on KEY POINTS

Section 18.2

- Visual merchandising and in-store displays help to sell products and build store and brand image. Businesses create effective displays by using prescribed steps and rules for artistic design to attract customers and to keep them coming back.



This chapter has helped prepare you to meet the following DECA performance indicators:

- Explain the use of visual merchandising in retailing.
- Plan visual merchandising activities.
- Demonstrate orderly and systematic behavior.
- Make oral presentations.
- Demonstrate appropriate creativity.



CHAPTER 18 REVIEW

CHAPTER 18 REVIEW

You are X.

Start by picking a square. If you answer correctly, you win that square. If your answer is incorrect, O gets the square.

PLAY

- click twice to continue -