

Visual Merchandising Project

You will design a retail store of your choice. You will create multiple diagrams detailing the

- Store Interior Store Design (floor plan)
- Detailed Interior Display
- Exterior Window Display

Name of Store:

Product Lines / Width / Depth:

Determine the Store Image, What is the Personality of the Store – List 3 adjectives to describe it

_____, _____,

Target Market for the Store - (include demographics, geographics, and psychographics)

Store Design – Create a diagram of the Interior Store Design – Will you use Free Flow, Spine, Loop, Grid?

Include area for the following:

- Store Layout / Selling Space – Label where each of the products will be placed
- Behind the Scenes – employee areas, storage, etc
- Best merchandise –
- Impulse Purchasing –

Display Styles – Highlight **one** of the following and create a detailed diagram of how it will be designed.

Include the time of the year you will be installing the display. What props will be used? How will you display the merchandise?

- Open – customer can touch and handle merch
- Closed – glass – sunglasses, watches, guns, jewelry
- Room-setting – furniture, Menards,
- Point of Sale Display – next to cash register
- Store decoration display – holiday related

Exterior Window Display – Diagram one Exterior window for your retail establishment.

#1 - Selecting Merchandise for Display and display type – What will you include? Similar products, related products, cross-mix?

#2 - Choosing a setting – Realistic, Semi realistic, Abstract

#3 - Manipulating artistic Elements – Include at least 4 to Detail how you will use the artistic elements of display - Line, Color, Shape, Direction, Texture, Proportion, Balance, Motion, Lighting.