

Visual Merchandising

BUF 2203

Core Design Strategies

Review Questions

1. What is a design strategy? Give an example.
2. What are the design elements “tools” and principles of design “rules”?
3. Give an example of a design element or multiple design elements, such as color, texture, proportion, direction and line, shape, size, sequence and/or tension and how it is used in a retail store today in visual merchandising.

