## 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"?

 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.

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 Give an example of design principles, such as unity and harmony, balance, repetition, rhythm, emphasis and contrast, or even surprise as merchandising strategies in a retail store today.

5. How is color used to create effective wall and fixture presentations?

6. Describe the atmospheric elements and design strategies that enhance store environment and strengthen store brand or image and give examples of each in a retail store setting.