

Review Questions

1. What is a design strategy? Give an example.

A design strategy is a planning process that helps achieve company goals in a long term. For example, atmospherics are design strategies that are valued all throughout the store with different segments.

2. What are the design elements “tools” and principles of design “rules”?

Design elements “tools consist of color, balance, shape, size, proportion, texture

Principles of design “rules” consists of unity, harmony, balance, repetition, rhythm, contrast

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.

Example: color, the most used design element. Today every product item being used relies on color. When it comes to colors options are displayed, like primary colors, tints, hues, value, shade etc. The colors can then be used to be identified in schemes such as monochromatic.

4. 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.

Example: Surprise, this element is a difficult strategy. Today not many stores create show stopping scenery of window displays. However, Macy's is well known for having a large variation of dramatic displays that creates attractions from pedestrians walking by.

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

Overall color stories are an important segment. In retail stores promoting different color schemes is done for each season. Color is also a design strategy used to create a welcoming feel for the customers, other factors are also important when it comes to color such as lighting on walls. Depending on the type of window display the color story may vary because it is constantly being controlled, like in retail theater.

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.

Atmospherics are design strategies that work around the retail store. Multiple elements of decor and layouts are used throughout. The following segments are merchandising strategies used throughout stores that consists of design elements tools and principles of design rules.

Texture, with texture people tend to buy things based on the touch and how the materials feel. This is done overall as an atmospheric approach.

Proportion, another form of merchandising strategies is the connection between apparent size, mass, scale, etc.

Direction and line, in this strategy it causes the shopper to travel from one place to another in a specific direction. For instance, when retailers display arrows pointing out where to go and where everything is.

Shape helps identify the formation of an object as well presentation purposes. For example, when there are display tables the item placed would be considered a presentable shape.

Size is about the factors of proportion, mass etc that can affect the actual size of a product that is being displayed. Like an increase sized lipstick at sephora that helps the shopper see the texture in the product.

Sequence is the order in which items are placed for display, for instance placing items from larger to small.

Tension is a strategy that creates a memorable feel towards the displays. For instance creating a humorous mannequin that will make the shopper question and remember that display. Or it can be a theater performance display like in macy's that is a show stopper.