

New York City College of Technology

E-Portfolio

Tanner Jules Gordon-Smith

Visual Merchandising

Dr. Woods

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Abstract

In the world of fashion, it is simply not possible to work without the incorporation of color into the things you do. We find all sorts of different colors around us as we go through our everyday lives but oftentimes do not stop to think about why certain colors were chosen. Colors are specifically chosen to work in tandem with other colors to give a visually pleasing garment, art piece, or even window displays. When choosing what hues to use, some things that get put into consideration are how saturated is the color, do you want the value to be light or dark, is there harmony being created and so much more. In this portfolio, you are able to see all of these different concepts and how each idea is closet related to the next. Without the knowledge of how to properly and effectively use color, you will not be able to create one of a kind works of art and fashion pieces. This portfolio will also go into heavy detail to describe the color wheel and how it is a great visual representation of how colors are created and contrast with each other. Another visual representation will be the chroma chart and how it helps identify the intensity and value while also showing a harmony of hues. Then finally the comparison between a work of art in a museum and a window display from a store will show how much the two are so alike and how colors falls into everything we do.

Color Wheel Assignment



In this assignment, the objective was to design a color wheel that illustrates many different aspects of what you think of when you hear the word color. Firstly it helps visualize your understanding of color and how all colors work together. You start with your three primary colors which are red, blue, and yellow, and begin to work your way from there. “Primary colors are the only colors that cannot be mixed or made from any other colors” (Erin, 2019). Moving on from primary colors is when we begin to see the secondary colors which come directly from combining the original red, blue, and yellow colors. The secondary colors are violet, green, and orange and can only be made by mixing equal parts of the primary colors. Lastly in this image, we can also see the tertiary colors which come from mixing two secondary colors together. All of these elements together are what help form a color wheel and guide you with a visual understanding of how colors work. After completing this assignment I was also able to gain a better understanding of hues, chromaticity, contrasting colors, saturation, value, intensity, and harmony. The chromaticity of color means that it has no neutral colors mixed into it such as black gray or white. None of the colors on this color wheel has any added neutral colors so the chroma on them is very high in purity. The next aspect that the color wheel helps to visualize is how colors contrast with each other and which ones complement each other. The colors that are directly across from one another are the ones that contrast the most while the ones that are right next to each other are the ones that complement each other best. This aspect helps give a better understanding of color theory which designers use all the time to see what colors look good together. Lastly, one of the main things that was required for this assignment was creativity. Instead of a traditional color wheel, I decided to draw a splatter of paint onto a canvas with all of the primary, secondary and tertiary colors inside of it. Just like if you were to have paint splatter in real life, I drew smaller paint blobs around it to give it a more natural and realistic look.

Value Chart Assignment



In this assignment, our objective was to select one hue and create a value chart using that color chosen. I created a 2 by 1-inch swatch and place the original color or purest hue in the middle. I start from the middle hue and begin to make it lighter as I go up and darker as I go down. Upon completion of this assignment, I was able to gain a better understanding of the use of tints, tones, shades, value, intensity, and harmony. I started off by working on the lighter shades of blue first by tinting the hue. A tint is the color that is created when you add white to a specific hue which makes it a lighter version of the base color. As you can see from the image there is a gradual shift going up from the base color of blue to a very light-colored blue. Now while I made it lighter going up, you can see that going down it gets darker. To achieve the darker hues of blue I added shade which is when a color is created by adding black to it thus making it a darker version of the base color used. Even though I mostly used black I also incorporated the use of tones to help darken some colors. Tones are what you create when you add gray to a specific color to help it look a little darker or duller than before. The use of tints, shades, and tones were all techniques that were heavily used to accomplish this chart and achieve the desired outcome. This chroma chart helps give the viewer a very clear image of the values of the color blue. Value is how light or dark a color is and this chart focused specifically on the color blue to illustrate that. The most important aspect of color and art that this chart shows is harmony which is a combination of colors that lets the eye travel smoothly. When you look at the layout of the colors your eyes can't help but follow the flow of the hues since there is no sharp contrasting happening to throw it off. The given arrangement of colors helps create a smooth and unified balance.

Museum Promotional Project



Alice and Olivia
98 Greene St



Soundsuit, 2008
By Nick Cave

In these two works of art, you can immediately observe many similarities and differences in design elements. In both the window display and the art piece you can see how visually they share the same ideas and creativity but use different principles of design to make them their own. Firstly, you can observe that in both pieces there is a lot of emphasis and repetition of the use of flowers. In the window display, we see a variety of vibrant colors such as green, red, orange, blue, and yellow which instantly helps to grab your attention. The color intensity of all the flowers is very saturated and bright to put emphasis on the beauty of the flowers. Blending right in with the overall theme of the display are the clothes shown on the mannequin. The mannequin has on a very formal outfit but it is designed with a floral pattern that directly compliments the surrounding elements. The outfit's green and pink color scheme is high in color value just like

the flowers so it helps add to the harmony and balance of the display. All of these elements not only create unity in the display but also bring emphasis to the new spring season that is among us to persuade the consumer that this is exactly what they need.

Similar to the window display, the art piece from the museum shares a lot of the same design elements. From looking at the piece you can see that it shares the overall floral design and emphasis on the blooming of flowers or the coming of spring. The pants featured on the art piece have bright saturated roses that are also textured so that it almost seems like the roses are blooming right off of the pants themselves. Following that, we have different types of flowers blooming from the mannequin itself unlike in the window display where the flowers were placed around the mannequin. However, these flowers on the upper half of the art piece have colors that are much more muted and don't have such a strong hue. These dimmed down colors may not catch your attention like the vibrant ones in the window display but it grabs your attention with the tension that is created. The arrangement of visual elements causes you to wonder if the flowers are weighing down the mannequin or if the artist designed it to make you think you are lighter with the flowers.

Visual Merchandiser Full Job Description

As a Visual Merchandiser, no two days are ever the same, but a typical day will most likely include the following responsibilities:

- Demonstrate a commitment to diversity, equity, and inclusion through continuous development, modeling inclusive behaviors, and proactively managing bias
- Create a welcoming experience by authentically greeting all guests
- Observe to quickly understand whether a guest needs assistance or wants to interact. Engage with guests in a genuine way, which includes asking questions to better understand their specific needs
- Be knowledgeable about the tools, products, and services available in the total store, and specific to your area, to solve issues for the guest and improve their experience
- Thank the guest in a genuine way and let them know we're happy they chose to shop at Target.
- Influence a store team of leaders, Style Consultants, and General Merchandise (GM) experts to be knowledgeable about visual merchandising and visual standards
- Understand sales goals, plan and execute daily/weekly workload to deliver on visual merchandising, department and store sales goals, guest engagement; including: merchandising, transitions, events, and promotions
- Lead the execution of the company's Visual Merchandising strategy, visual standards, and non-pogged In-Store Marketing (ISM) implementation across all pertinent areas of the store
- Partner with store leaders to plan, support and validate the execution of all Visual Merchandising Guides (VMG) sets in the store
- Support team onboarding, continuous learning, and help close knowledge and skill gaps through training, influencing, and hands-on experiences

- Inspire guests to discover solutions through compelling visual merchandising in all categories
- Leverage daily interactions and huddles to teach visual priorities to Style Consultants and General Merchandise Experts about visual priorities and creating visual moments to support building the basket for each guest
- Solve merchandising issues and adjust sets to create and maintain inspiring presentations
- Teach and influence A&A clearance guiding principles
- Assess store visual standards to help elevate visual presentations in A&A, Home, Company Space, LTOs, and Brand Launches
- Support the execution of Visual Merchandising Guides (VMG) Support changes to product assortment and keep the area inspiring to guests all year round by remerchandising new product and maintaining a brand space following new sets
- Partner to maintain visual integrity by remerchandising in-store visual moments
- Organize and set all non-planogram ISM elements throughout the store
- Maintain backroom ISM space organized and up to date with current signing tools and signing fixtures
- Provide service and a shopping experience that meets the needs of the guest
- Work a schedule that aligns to guest and business needs (this includes early morning, evening, overnight shifts, and weekends)
- Always demonstrate a culture of ethical conduct, safety, and compliance
- Support guest services such as back-up cashier, order pick up (OPU), and Drive-up (DU) and maintain a compliance culture while executing those duties, such as compliance with federal, state, and local adult beverage laws.
- All other duties based on business needs

Resume

Professional Profile

Undergraduate in college with 5+ years of work experience in sales and 2+ years in fashion. I am a fashion business student with a passion to continuously learn more about this field. Seeking employment in a professional environment where I can diversify and improve upon the skills gained throughout my past experiences. I am aiming to use my knowledge to effectively fill your position.

Education

(BA) Business and Technology of Fashion	Current
Degree currently in progress at New York City College of Technology	
Fashion E-portfolio	2021-2022
Accumulation of work done	
(AAS) Marketing/Marketing Management	2018-2021
Undergraduate degree received, Brooklyn, New York	

Coursework Knowledge

Marketing Research | Advertising | Financial Forecasting | Visual Merchandising | Textiles | Product Development | Trend Forecasting | Merchandising Planning and Buying

Work Experience

Textile Assistant, Munroe Corp. Manhattan, NY	2021 - Present
PR & Social Media Intern (Remote) Brooklyn, NY	2020 -2021
Sales Associate/Cashier, Homegoods Brooklyn, NY	2017 - 2020

Skills

- *Photoshop*
- *Microsoft (Word, Office, and Excel)*
- *Communication*
- *Social Media Marketing*
- *Adaptability*
- *Design*
- *Pattern Drafting*
- *Problem Solving*
- *Time Management*
- *Teamwork*

Cover Letter

Tanner Jules Gordon-Smith
Visual Merchandiser
630 Ocean Ave
Brooklyn, NY 11226
718-362-0099
Tanner.Smith@gmail.com
[Linkedin.com/tanner.smith](https://www.linkedin.com/in/tanner.smith)

5/15/22

To whom it may concern,

Seeing that you are one of the most successful fortune 500 companies I was excited to see that you had an opening available. With my 4 years of experience as a visual merchandiser and graduating with a BA in fashion business, I believe I would be a valuable addition to your team. In your job posting it is listed that you would like someone who can “assess store visual standards to help elevate visual presentation in A&A, Home, Company space, LTOs, and Brand launches. While working at my previous position I was able to boost the amount of time our consumers stayed in our store by 37% and thus leading to higher customer retention and higher sales. The way was able to achieve this was by color coordinating specific sections of the store such as rugs, soft goods, window treatment, and towels. Upon reviewing my resume you will see many more skills and requirements I have that you are seeking and how I would be able to expertly fill your position. It would be great if it is possible to set aside some time to further discuss how I can help your company excel.

Kind regards,

Tanner Jules Gordon-Smith
Visual Merchandiser
718-362-0099
Tanner.Smith@gmail.com

References

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Google. (n.d.). Google. Retrieved May 15, 2022, from <https://www.google.com/search?q=fashion%2Bmerchandising%2Bjobs&ie=UTF-8&oe=UTF-8&hl=en-us&client=safari&ibp=htl%3Bjobs&rciv=jb#fpstate=tdetail&htidocid=Eyr5hKIS3lQAAAAAAAAAAAA%3D%3D&htivrt=jobs>

Headshot of home editor Jessica Bennett By Jessica Bennett Updated March 23, 2022. (2018, October 3). *How to use the color wheel to pick your perfect color palette*. Better Homes & Gardens. Retrieved May 15, 2022, from <https://www.bhg.com/decorating/color/basics/color-wheel-color-chart/>

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