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Visual Merchandising

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Color Assignment- Target



In this photo, Target is has a back-to-school section for people to buy all things for school. Target is using the color yellow a lot in this section to indicate that this is all relating to school supplies for the upcoming school year. Yellow is an eye catching color so if you're shopping at target and are searching for school supplies it won't be hard to find this section because of the bold and bright shade of yellow. What's being communicated to the consumer is Target is drawing more attention and awareness to this section during back to school season so people know that they have a wide variety and a big section to shop in for their specific needs. As a consumer, the color design does impact my decision as a shopper because if I'm shopping for college, I know where to go and what to look out for. I would be more inclined to purchase something because they were to instill in my mind that this yellow section is all for school supplies and I don't have to go searching for everything that I need. It will be all in one section that stands out from the rest of the store. The color reflects the season because yellow is a fall color and it brings brightness and warmth to the place that's using the color. It draws people to that place and makes them want to look around and purchase things. Depending on how

appealing the store and section is will also determine how much they buy. Target is doing a good job making sections stand out with just the color.