

E- Portfolio

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BUF 2203 Visual Merchandising

Dr. Woods

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Abstract

This E-Portfolio will be used to present the skills, talents and information I've learned throughout taking a visual merchandising course. In the beginning of the course, we took the time to learn about color and how it could be used as a merchandising strategy. The first three pictures demonstrate my work in creating a color wheel, a value chart/chroma chart and a value scale. All three pieces of my work demonstrate the ways we can examine hues and their tints and shades in different tones whether they be cool, warm or neutral. The following report is based on a project we were assigned during the mid-semester. We were assigned to go to a store front and capture a picture of their display. Later on we were supposed to visit a museum to see if there was any connection/inspiration that came from the art work that was located in the museum. The Museum Promotion Project will discuss which store front I chose and how it had any connection to a piece of art I saw when I visited the Metropolitan Museum of Art. Towards the end of this e-portfolio, I will provide a job description of what kind of a job/career I am interesting in working in, how my resume looks so far even with little experience, and what I think I should mention in my cover letter.

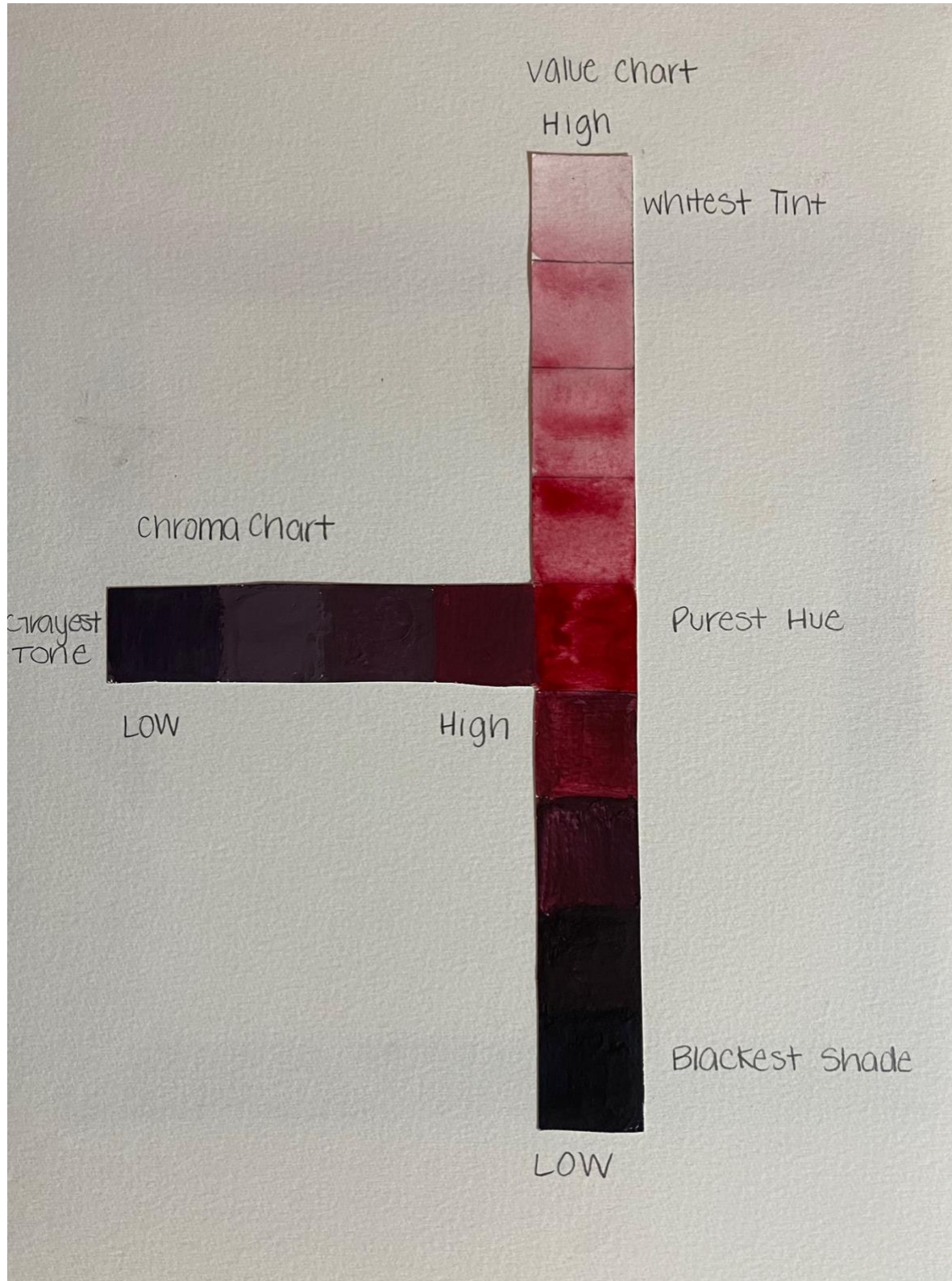
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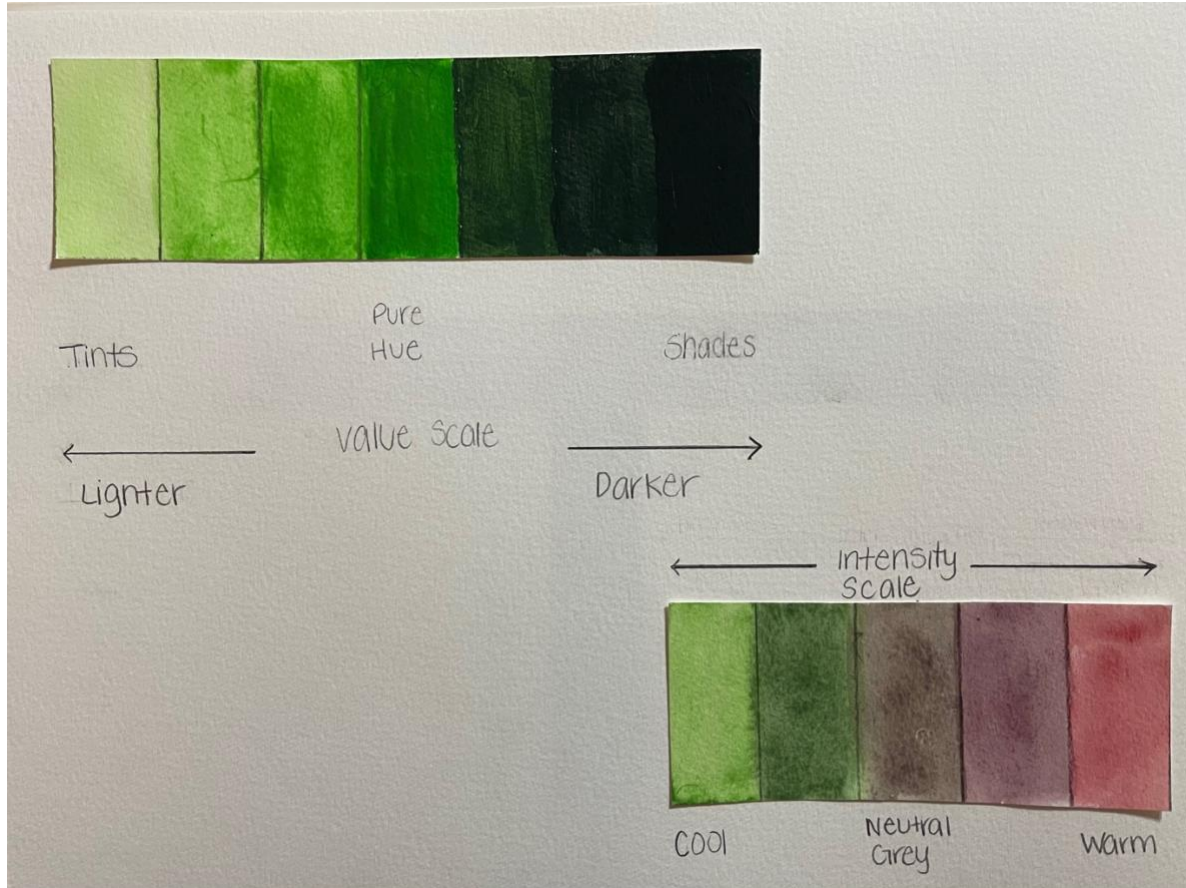
Color Wheel



Value Chart/Chroma Chart



Value Scale



Purpose/ Objectives for These Color Projects:

After learning about color theory and core design strategies, we were given assignments to create a color wheel and chroma/value charts. By doing so, we learned more in depth about the importance color has on fashion. Different hues, tints, shades and tones can set the mood in an environment where items are being sold. We learned how adding white can give a color different tints, and how by adding the color black we could create different shades of the purest hue. We also learned of the an intensity scale in which there are cool, neutral and warm colors. Most importantly, we learned about how to create these projects correctly in order to create a neat visual presentation of our work.

Museum Promotional Project



Laurette in a Green Robe, Black Background –

Matisse, Henri (1916)

Matissepaintings.org

Art can be inspirational in many areas in our lives whether it be personally or professionally. Colors play a huge role in design in order to give a visual affect. Although, there are design elements (tools) and principles of design (rules) to go flow on. Design elements or “tools” can be things like color, texture, proportion, direction, line, shape, size, sequence and tension. The principles of design or “rules” can be unity, harmony, balance, repetition, rhythm

emphasis, contrast and surprise. In this critique I will be comparing this display on Madison Avenue to “Laurette in a Green Robe, Black Background” by Henri Matisse.

The display belongs to an interior design store which is designed by Young Huh. In the display you can see the use of a variety of different colors, but the ones that mostly stand out are the light green and blue colors used on the mannequins which are placed in the front and center of the display in order to grasp your attention more. The textures of the fabrics used on both of the dresses have an effect on the eye even from a farther distance. When I was driving down Madison avenue, I could notice it from down the street. The fabrics give the dress a “fluffy” look which draws attention to the mannequins rather than what is going on in the background even if there is unique abstract art in the background as well. The blue on the wall and the white in the abstract painting behind the mannequins help bring out the colors of the dresses. The lines white and black lines on the walls and on the floor causes the display to have a three-dimensional look.

The painting I chose was created by Matisse now hangs in a galley in the Metropolitan Museum of Art. I found it in a collection of Modern and Contemporary art. What interested me about the painting was how simple but deep it was at the same time. What I noticed the most was the black background and the effect it had on the rest of the painting. Matisse said that he began “to use black as a color of light and not as a color of darkness.” Since he decided to do this, the shape of the armchair which has a plush texture, gives the effect of Laurette floating on which seems to look like a fluffy oink cloud. The emerald green color used in her robe gives off a feeling of luxury.

The display and the painting are unique in their own different ways but have something in common which is the use of their colors in order to stand out in visual presentation to grab hold of the viewer’s attention. Another thing I noticed that they both have in common is that one

of the mannequins is sitting on a sofa and Laurette is sitting on an armchair . Although they both use different greens and cool colors, it's those colors precisely that are the focal point of the display and of the painting. The black in the background of both are also helpful in bringing out the mannequins and Laurette. They are two different types of art, but they are connected because of the same exact color techniques being used which provides a rhythm in them both. The mannequins and Laurette are both put in the center rather which gives the display and painting a sense of harmony. If the mannequins or Laurette had been placed in the corner, it would make the display and painting lose a sense of balance.

Visual representation is crucial in any form of art. Colors can set the tone for what a person is feeling when they see a display or a piece of art. The size, shape and direction can also have an effect on the viewer depending on the angle they are looking at. I believe both the display and piece of art I chose have a lot of similarities than differences but that it all depends on the perceptive one is looking at them from. A person who isn't finding a painting in order to do a compare and contrast with might just look at and appreciate the painting for what it is rather than the techniques that are being used that are a like in something you have seen before.

Below is the selfie I took with "Laurette in a Green Robe, Black Background"



Job Description

Full Job Description

Sales Associate “Stylist”

Stylists must provide excellent customer service and show a passion and knowledge for the breadth of product carried at What Goes Around Comes Around. They must consistently meet personal sales goals and are an integral part of the store’s success. Stylists should build a loyal client base by converting new customers and turning them into repeat clients. They must have a professional and courteous demeanor with all coworkers and customers.

Responsibilities:

Selling & Client Service:

- Greet all customers and provide excellent and attentive customer service
- Consistently sell merchandise from all categories carried in store
- Build and maintain a client book
- Meet or exceeds personal weekly and monthly sales goals
- Meet minimum client outreach requirements

Product Knowledge:

- Stylists must consistently build their product knowledge in all areas of the store
- Must have a passion and knowledge of current fashion trends
- Independently researches and gains knowledge to assist in closing sales

Visual Merchandising:

- Must maintain the store standards consistently throughout the day
- Fold, straighten, and adjust product in cases as needed
- Assist with inventory and floor sets when required

Operations:

- Keep store at operational and visual standards during the day and after close
- Complete opening and closing checklists
- Remove unwanted merchandise from fitting rooms
- Follow all procedures in the POS system for ringing up sales

Capabilities:

- Passion for sales, styling, and customer service
- Follows all store policies and procedures
- Is a team player
- Maintains an elevated appearance that is representative of WGACA's aesthetic
- Record of increasing sales and consistently ranking as a top performer

Resume

YANCEL VALLADARES

Address:

Phone:

Email:

Skills Summary

- Organization skills
- Microsoft Office – 10+ years
- Event planning
- Bilingual – fluent in Spanish
- Fast learner
- Work well under pressure

Education

Business and Technology of Fashion/Present

Have taken classes in Microeconomics, Macroeconomics, Introductory Anthropology, Introduction to Human Communication, Introduction to Psychology, Introduction to the History of Art, Essentials of Marketing, Principles of Selling, Advertising, Financial Management, Elements of Accounting, Introduction to the Fashion Industry, Business Law, Financial Forecasting, Business Management and Entrepreneurship, Visual Merchandising, Introduction to Textiles, Product Development in Fashion

Experience

- Gained some experience in event planning for family parties
- Brand Ambassadors programs for small businesses/clothing stores such as God The Father Apparel, Saved By Christ Apparel, Salty Sadie Boutique, and XOmandysue.
- Some experience in modeling

Awards and Acknowledgements

Awarded \$3,000 as part of acceptance from St. Francis College

Cover Letter

YANCEL VALLADARES

address| phone number | email

Recipient: To Whom It May Concern

Title:

Company:

Dear Recipient:

I believe I'm a great fit for the company and the best choice for this job because I work very well under pressure and I can learn to adapt to any type of working environment whether it be at slow or fast paced. I am very patient therefore I can work well in assisting customers with any type of situation. I believe I would work very well under training and this job will help me to gain work experience. I have a passion for fashion and would enjoy to see what opportunities this job could offer me.

Sincerely,

Yancel Valladares

Reference Page

Lorette (Laurette) in a green robe against a black background. Lorette (Laurette) in a Green Robe against a Black Background by Henri Matisse. (n.d.). Retrieved May 14, 2022, from <https://www.matissepaintings.org/lorette-in-a-green-robe-against-a-black-background/>