

## Test #2: Visual Merchandising Review Sheet

**Vocabulary** – define the following terms

⇒ Progression

### 🔗 **BALANCE**

⇒ Radiation

⇒ Symmetrical/formal balance

⇒ Alternation

⇒ Asymmetrical/informal balance

### 🔗 **HARMONY**

### 🔗 **EMPHASIS**

### 🔗 **PERMANENT TOTAL ENVIRONMENT PHILOSOPHY** (define and give examples)

⇒ Size

⇒ Repetition

⇒ Contrast

### 🔗 **THEMES**

⇒ Seasonal

⇒ Holidays

⇒ Creative themes

### 🔗 **PROPORTION (SCALE)**

### 🔗 **RHYTHM**

⇒ Institutional themes

⇒ Continuous line

⇒ Special events and promotions

## 🔗 OTHER SETTINGS AND THEMES

⇒ Ensemble displays

⇒ Unit displays

🔗 List types of contrast and be able to identify.

## Short Answer

🔗 What is the purpose of creating a visual effect?

🔗 Study the window display examples in your packets. You will have to evaluate displays on your exam.

🔗 List the 5 principles of design.

🔗 Repetition is an element of what two principles of design?

🔗 Describe the difference between a display containing one mannequin and a display containing many items.

🔗 What should you consider when creating proportion in a window display?