

Name _____

Period _____



Visual Merchandising Window Display Project

Fashion Marketing

Mrs. Coen

The goal of window displays is to set a mood that will turn the shopper's head! Stores constantly change their window and interior displays to reflect different themes throughout the year. Each display incorporates the five principles of design to effectively promote the store's merchandise.

You will be assigned a design team to create a fashion window display. As a team, you are to select a theme and incorporate the five elements of a visual merchandising display: balance, proportion, emphasis, rhythm, and harmony.

Your project begins with the planning stage. All members must meet to discuss a unique presentation of a particular theme, materials needed to create your display, and the specific criteria for achieving the five design principles. The attached planning sheet must be completed and accompanied by a sketch for teacher approval prior to creating your display.

Materials provided:

5 torso mannequins (4 female, 1 male)

Various types of lighting

Scissors, staplers, tape, etc.

Web sites of interest:

www.fashionwindows.com

www.angelfire.com/ok5/olsenvisualmerch

All displays should be creative and have excellent visual appeal!

(See attached rubric for grading information)

Planning Sheet

Visual Merchandising Window Display Project

Design Team Members: _____

Dates of Display: _____

Theme: _____

Title: _____

Materials:

Mannequins: _____

Background: _____

Accessories/Props: _____

Lighting: _____

Sound: _____

Signature Sign: _____

Principles of Design:

Balance: (circle one) Asymmetrical or Symmetrical

Emphasis: (identify focal point) Size Repetition Contrast Unique Placement

Proportion: (are all elements proportionate to the design layout?) Yes or No

Rhythm/Line: (2-3 types) Repetition Continuous Line Progression
Radiation Alternation

Harmony/Unity: (do all elements blend to form a unified picture?) Yes or No

Use the back of this planning sheet to sketch your display!