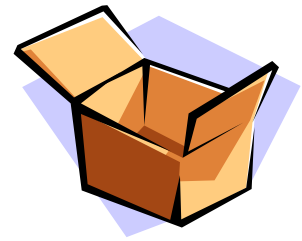


Visual Merchandising Boxes



Assignment:

You will each be provided with a box frame in which you are to create several visual merchandising displays. Each display will portray the design principles used to set a mood and turn shoppers' heads!

Digital photographs will be taken of your designs. These portraits will be shared with the class and serve as the basis for discussions on the effective implementation of the visual merchandising design principles.

Preparation:

1. Bring 8-10 items to class that correspond to a particular theme. (i.e. Western – jewelry, boots, handkerchiefs, small barrel, lariat (neck tie), cowboy hat, rope, etc.) Small lighting may also be used.
2. Bring several small items (boxes, cups, etc.) that may be used as platforms for your items.
3. Scissors, tape, monofilament line, glue, and construction paper will be provided.

Requirements:

Below is a list of required displays – each focusing on one particular design principle. We will complete one at a time, making sure that the application of each design principle is effectively achieved. (You may find that you require additional props to achieve your goals as we proceed with this assignment. Please bring these items in as needed.)

1. Create a display depicting symmetrical balance.
 2. Create a display depicting asymmetrical balance.
 3. Create a display with emphasis on size.
 4. Create a display with emphasis/rhythm on repetition.
 5. Create a display with emphasis on contrast.
 6. Create a display with emphasis on unique placement.
 7. Create a display depicting rhythm with continuous line.
 8. Create a display depicting rhythm with progression.
 9. Create a display depicting rhythm with radiation.
 10. Create a display depicting rhythm with alternation.
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