Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Chapter 18.1

Display Features: Group Project

Congratulations! Your design firm has been selected by your favorite retail store to create the visual merchandising and display features for a new store. The retail store is tired of their old designs and has decided that you have the best ideas to create their new look. Before they approve of your ideas, however, they want to check your plan to make sure it is what they are looking for. For this project, your group will create a plan of the new visual merchandising and display features you have in mind for your favorite retail store.

Tasks:

1. Choose a retail store that interests you. This is the store that you will create a visual merchandising and display plan for.
2. Be creative. You can use any available resources to create your plan. You can use your text, the internet, magazines, art supplies, PowerPoint, Prezi, etc.
3. The main goal of visual merchandising is to create a positive shopping experience that will compel customers to return. Your plan should consist of the four elements key to achieving this goal:
   1. Storefront
      1. What will the exterior of the store look like? Use available resources to describe and demonstrate your plan.
      2. Create a sign (with a new logo) that will catch the attention of your customers and draw them into your store.
   2. Store Layout
      1. Describe/show what the layout of your store will look like. Include selling space, storage space, personnel space, and customer space.
   3. Store Interior
      1. Describe/show your design plan for the interior. Include choices for color, lighting, graphics, paint, fixtures, etc.
   4. Interior Displays
      1. Describe/show the types of interior displays you will use. Options include: architectural displays, store decorations, open displays, closed displays, and point-of-purchase displays.
4. After you create your plan, you will present it to the retail store (the class). Your presentation should include the following:
   1. Introduction
   2. Explanation of your plan
   3. Closing