Visual Merchandising

Principals of Design
The principals of design will guide any person to creating an attractive display.

1. Balance: The equal distribution of weight in a design on both sides of an imaginary centerline.
   a. Formal – a mirror image on each side of a display
   b. Informal – not a mirror image but merchandise is of equal visual weight.
2. Emphasis – The point of interest in a display that is made known to the customer through the use of size, color contrast of shape and or merchandise.
3. Rhythm – The flow of eye movement takes place form one part of the display to another. Eye flow should go from left to right.
4. Proportion – The comparative size relationship of the design elements in a visual presentation.
5. Harmony - The end results of blending all of the elements of a design into a unified visual presentation.

Elements of design:
Pyramid formation – Place the merchandise with your tallest point in the center then work the other pieces lower in a step formation.

Repetition – Multiples of the same shape, color, or merchandise repeated. Repeat in odd multiples 3 & 5’s.

Shadow Presentation – Is when two like item are placed at a 45 degree angle to each other.