

## AMDT 208 Study guide for Exam 1

*Exam 1 will be a multiple choice and true and false exam. There will be 50 questions worth 2 points each for a total of 100 points. You can expect to visually identify certain concepts through images displayed during exam. Scantrons will be provided please bring a #2 pencil to exam.*

- Understand the benefits of using mannequins in visual merchandising
  - Create mood of store
  - Display a lot of merchandise at once
  - Show customers current fashion trends/how to wear them
  - Mannequins personalize items for the customer
  - Allow customers to imagine what merchandise would look like on the body
  - Allows you to specifically reach target market
  
- Know how to properly position and group mannequins
  - Badly positioned mannequins can have negative impact on display
  - No large groups of mannequins
  - Divide into smaller groups
  - Mannequins should interact with each other
  - Life-like
  - Mannequins wearing pants behind those wearing skirts (don't block anything)
  
- Know the different alternatives to using a mannequin in visual merchandising
  - Three-Quarter forms- body extended to knee, adjustable rod, weighted base
  - Torso form- headless three-quarter form
  - Dress form- armless version of three-quarter form
  - Many partial body forms
  - Soft-Sculpted figures-life size doll covered in jersey-like fabric, no facial detail
  - Dress form and Suit forms-relaxed, casual, invisible people, usually no head/arms
  - Cutout figures-trend, silhouette cut out of wood or heavy board true to human proportions, can be cube shaped
  - Drapers- shaped hanger set atop a vertical rod supported by a base
  - Hangers
  - Lay-Down techniques- folding/pleating/placement of garments, used in windows, ledges, cases, on walls, on boards
  - Pinup techniques- make use of panel/wall/vertical surface, pinned/shaped/dimensionalized, pads/tissues/straight pins used
  - Flying techniques-pulled, stretched, invisible fishing line

- Know the difference between primary colors, secondary colors, and tertiary colors
  - Primary Colors: Blue, Red, Yellow
  - Secondary Colors: Orange, Green, Violet (created by mixing 2 primary colors)
  - Tertiary Colors: Red-violet, Blue-green, Yellow-orange (mixing 1 primary/1 secondary)
- Understand the difference between a hue, tint, and shade
  - Hue: Name of color
  - Tint: a color + white
  - Shade: a color, especially with regard to how light or dark it is or as distinguished from one nearly like it.
- Know how to create the 6 color harmonies talked about in class
  - Monochromatic: 1 hue, tints/shades, add neutrals, variation in texture
  - Analogous: Colors next to each other on wheel, tints/shades/neutrals
  - Complimentary: 2 colors opposite each other on wheel, excitement
  - Split Complementary: 1 color and the 2 on either side of that color, more colors
  - Double Complementary: 2 sets of complementary colors, 4 colors, visual confusion, 2 dominant, 2 accents
  - Triad: 3 colors on wheel, equidistant, tone down intensities or 1 dominant color
- Know the difference between cool and warm colors (as well as some examples of each)
  - Warm colors: Warm, aggressive, spirited, advancing (Red, orange, yellow, pink)
  - Cool colors: Cool, calm, aloof, receding colors (Blue, green, violet, blue-green, brown)
- Understand what different textures and colors can make you feel (emotions)
  - Textures: relates to sense of touch, physically/visually, rough or smooth touch, reflect/absorb light
  - Textures provide multi sensory experience
  - Smooth texture: feels lighter, Rough texture: feels heavier, Medium texture: neither smooth/rough
  - Use colors to reach a specific target market
- Understand balance and symmetry
  - Balance: Symmetrical/Asymmetrical
- Understand ways to create emphasis by creating dominance
  - Dominance can be created by: size, repetition, unique placement, contrast, proportion, rhythm
  - Creating Emphasis: need a focal point

- What is visual flow and what are some ways to create visual flow in display?
  - Composition strategies: repetition, continuous line, progression, radiation, alteration
  - Display Composition: "S" line
  - Vertical visual flow
  - Horizontal visual flow
  - Diagonal Visual flow
  - Curved visual flow
  - Positive/Negative space (black background with white text)
  - Blank space/overlap
- What is rhythm and how do you create it?
  - Rhythm: Energy of visual flow
- What are the five different forms of contrast?
  - Contrast: size, light/dark, shape, textural, directional
- What is the goal of a window display?
  - Enhance store environment to attract shoppers
  - Motivate shoppers to purchase
  - Stimulate Sales
  - MAKE MONEY\$\$\$
- What are some ways to attract customers to your display? (think attention getting devices)
  - scale, repetition, humor, nostalgia, motion, surprise/shock
- What are the functions of lighting?
  - reflected/absorbed
  - creates different moods/drama
  - compatibility with identity: lighting should enhance store identity
- How do you light an open-back window?
  - a few sharp spots of light
  - directed at chest of mannequins
- How do you light a closed- back window?
  - control daylight
  - theatrical
  - incandescent lighting and more mR16s = most effective
- What is the difference between general lighting and accent lighting?
  - General Lighting: all over level of illumination in an area, fills selling floor