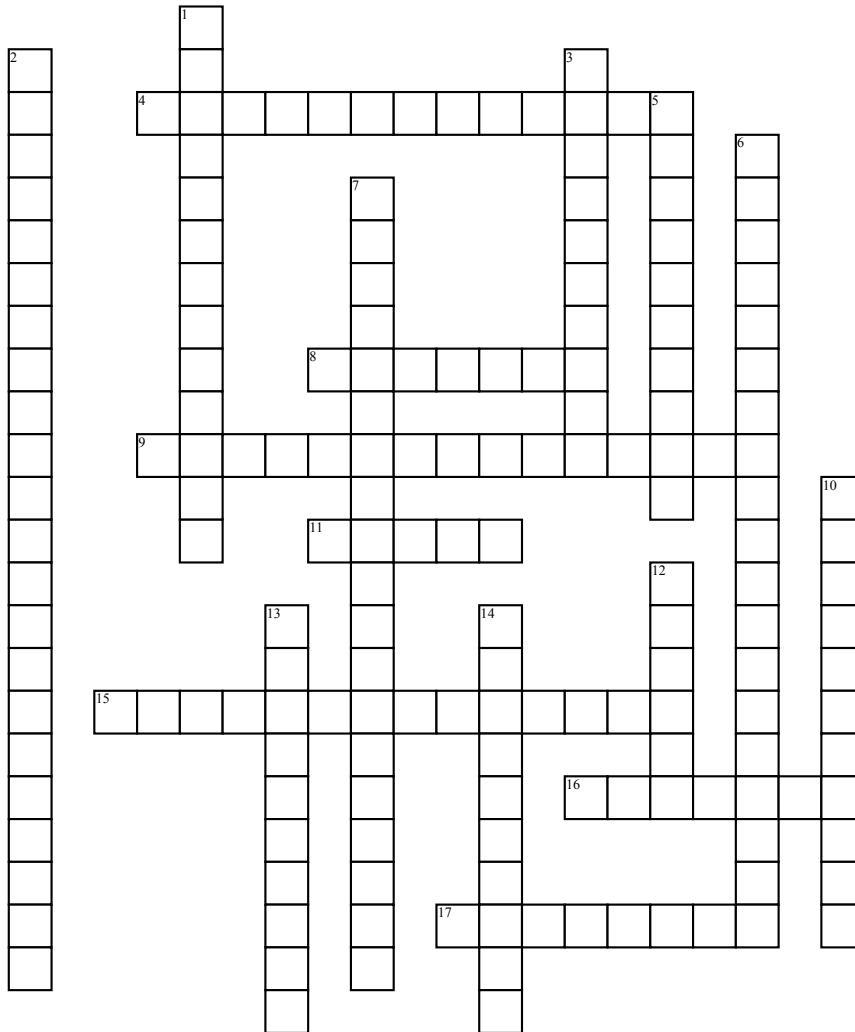


Chapter 18 Vocabulary



Across

4. using three colors that are equal distance apart

8. an architectural canopy

9. the placement of several small items with one large item within display

11. or properties are objects that hold the merchandise

15. colors located next to one another

16. the visual and artistic aspects of presenting a product

Word Bank

complementary colors

proportion

adjacent colors

color wheel

informal balance

formal balance

storefront

fixtures

kiosks

focal point

triadic colors

visual merchandising

props

point of purchase display

display

marquee

store layout

17. permanent or movable store furnishings

Down

1. when a large item is placed on one side of the display, a larger item should be on the other side

2. consumer sale promotion devices

3. a circular illustration of the relationships between colors

5. at store's sign, logo or marquee and etc.

6. colors located directly opposite one another

7. All physical elements used to project an image to customers

10. refers to ways that stores use floor space facilitate and promote sales

12. the interactive point of purchase

13. an area in the display that attracts attention first above all else

14. relationship between and among objects in a display