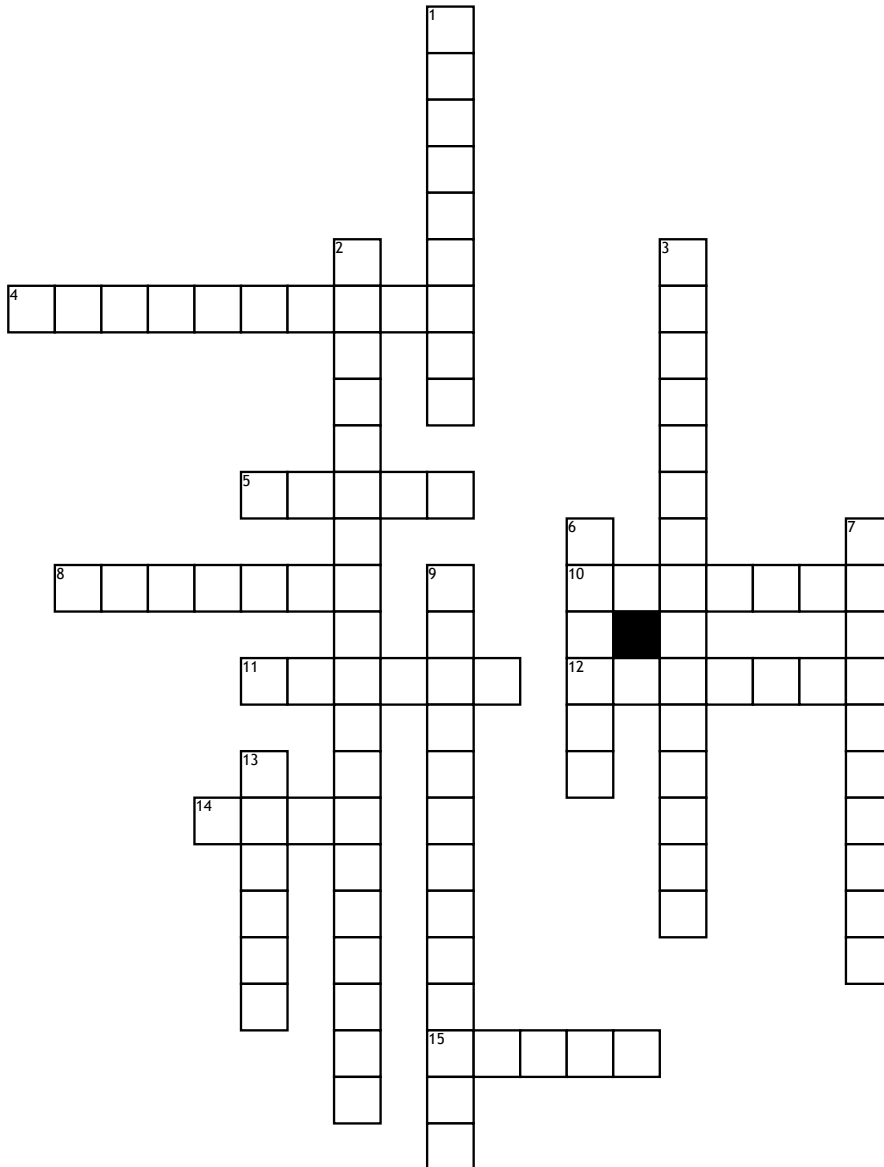


# Visual Merchandising



## Across

4. The ratio of the parts to the whole display

5. \_\_\_\_\_ contributes significantly to people's impression of a display

8. \_\_\_\_\_ involves the equilibrium and weight of elements between two sides of a display

10. \_\_\_\_\_ is agreement in feeling and consistency in mood

11. The three types of lighting are primary, atmosphere, and \_\_\_\_\_

12. A \_\_\_\_\_ color scheme uses every fourth color of the color wheel, for a total of three colors

14. a \_\_\_\_\_ is a silent salesperson, and part of the shopper's first impression of a store

15. a story or \_\_\_\_\_ is used to visually and creatively tie a display together

## Down

1. Colors can evoke an \_\_\_\_\_ response in people

2. Everything the customer sees that creates an image of a business and results in interest and action on the part of the customer (2 words)

3. The purpose of \_\_\_\_\_ is to develop desire for the merchandise, show what is available, and encourage buying (2 words)

6. The \_\_\_\_\_ in a display should lead the viewer's eye from the dominate object to the accessories

7. Emphasis is the point of initial \_\_\_\_\_ (2 words)

9. a \_\_\_\_\_ color scheme that uses a single color and three to five shades of that color

13. \_\_\_\_\_ percent of impressions are created by sight