

## Section 18.2 Outline

**Classwork:** Artistic Design Page 427-433

Steps to Create a Display -

Step 1 - Select Merchandise for Display - Explain

Step 2 - Select the Type of Display

- One Item Display - Explain & Example
- Similar Product Display - Explain & Example
- Related Product Display - Explain & Example
- Assorted or cross-mix displays- Explain & Example

Step 3 Choose a Setting- Explain

Realistic Setting- Explain & Example

Semi-Realistic Setting - Explain & Example

Abstract Setting- Explain & Example

Step 4 Manipulate Artistic Elements- Explain

Line - Explain

Color - Explain & Importance 2

Shape - Explain

Direction - Explain & Importance

Texture - Explain & Purpose

Proportion - Explain

balance - Explain

Motion - Explain

Lighting - Explain - Purpose

Step 5 Evaluate - Explain

Display Maintenance - Explain 3