



Desain Interior I
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VISUAL MERCHANDISING
VISUAL WEBCHANDISING



Window store

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- Visual Merchandising is everything the customer sees, both exterior and interior, that creates a positive image of a business and results in attention, interest, desire and action on part of the customer
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Sajian Eksterior (*eksterior presentation*)

Mencuri perhatian 10 detik



Exterior sign

- Terdapat logo/identitas
- Informasi penawaran menarik
- Sempel dan terbaca dari jarak tertentu.

Marquess

- The special type of sign



Landscapi ng



Window display





PRINCIPLES OF DESIGN

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Interior Presentation



Display Design

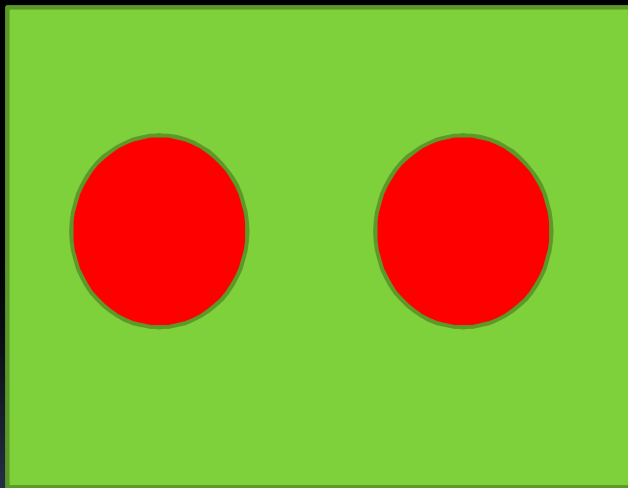


Principles of Design Used in Display

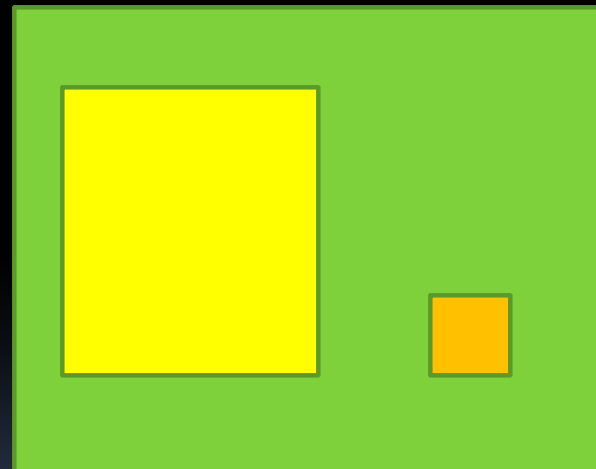
- *Balance*
- *Proportion*
- *Rhythm*
- *Emphasis*
- *Color*
- *Lighting*
- *harmony*

Balance

- Traditional or symmetrical



- Informal or asymmetrical





Rhythm

- Flow (variasi penempatannya)
- Progression of sizes
- Continuous line movement



col or

- Primer
- Sekunder
- Komplementer
- Split komplementer
- Double komplementer
- Analog
- monocromatic

Emphasis

- Point of initial eye contact



Harmony

- Fungsi
- Struktur
- Dekoratif



KESALAHAN PENATAAN VM
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- Terlalu kecil
- Terlalu banyak/ramai
- Keluar dari tema
- Terlalu banyak interest
- Tidak ada pusat interest
- Penggantian displai yang terlalu lama/terlalu cepat
- Kesalahan memanfaatkan prinsip desain