



BRANDING AND VISUAL PROMOTION IN LARAMIE, WY

Lauren Looney

Project Overview

- Visual merchandising
- Working with clients
 - *Mimi's*
 - *Mountain Valley Bridal*
 - *NU2U*
- What is a visual merchandiser?

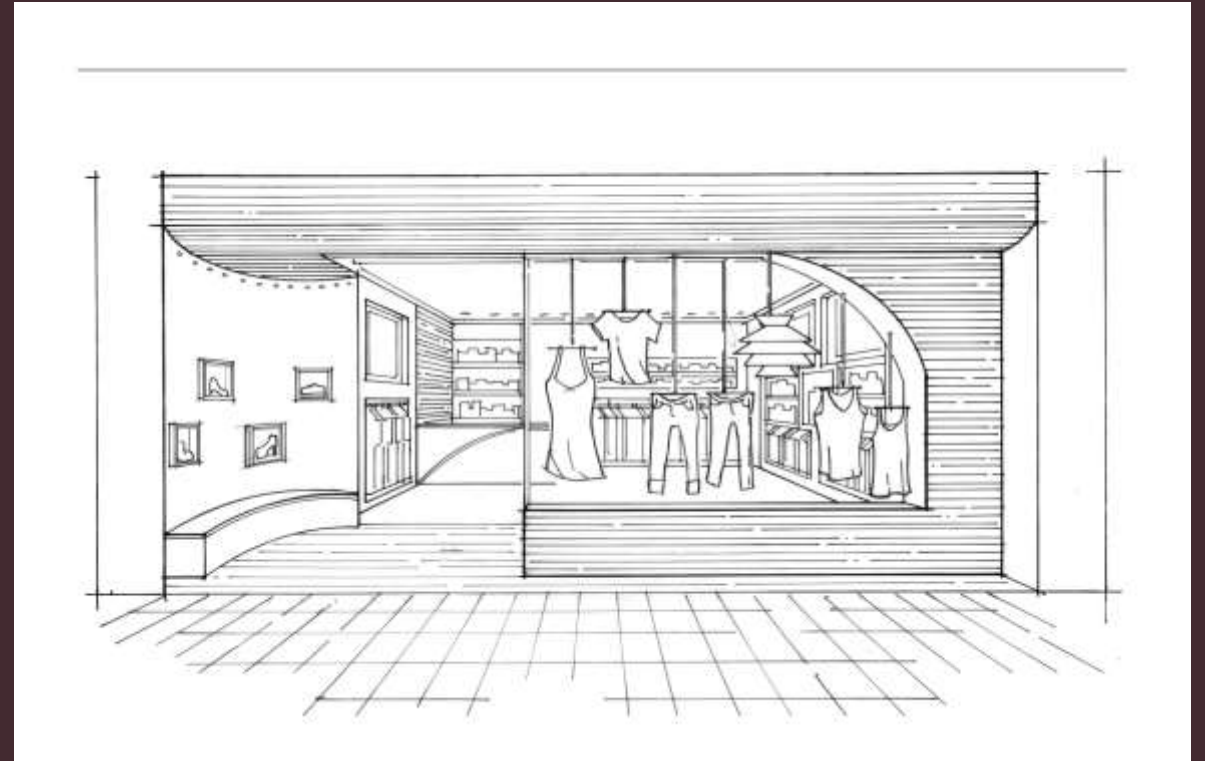


Image found at: http://www.coroflot.com/nataliebenos/store-fronts?specialty=5&seeking_work=2&seeking_work_freelance=true&

The Visual Merchandiser

- Grow the brand and products
- Works with in-store and window displays
- Creates an image and voice for the corporation
- *Expose*
- *Entertain*
- *Inform*
- *Entice*



Image found at:
<http://www.urbanagendamagazine.com/ralph-pucci-the-man-behind-the-mannequin/>

Elements and Principles of Design

■ Elements of Design

- *Point/Mark*
- *Line*
- *Shape*
- *Form*
- *Space*
- *Color*
- *Texture*

■ Aspects for display design

- *Light*
- *Color*
- *Proportion*
- *Balance*
- *Movement*
- *Props*
- *Signage*
- *Positive/Negative Space*

■ Principles of Design

- *Balance*
- *Proportion*
- *Perspective*
- *Emphasis*
- *Movement*
- *Pattern*
- *Repetition*
- *Rhythm*
- *Variety*
- *Harmony*
- *Unity*

Mimi's Consignment



Mountain Valley Bridal



NU2U



Interviews

- Institutional Review Board (IRB)
- Asked about
 - *Duties and responsibilities of a small business owner/manager*
 - *Advice for those looking to open a small business*
 - *What they do in terms of visual merchandising*
 - *If they believe in-store or window displays are more important and which one brought in more foot traffic or sales*

Learning through Interviews

- Dedicate time
- Get involved
- Research
 - *Town*
 - *Competition*
 - *Market*
 - *Merchandise*



Image found at:
<http://forgreeksworldwide.com/interviews/>

My Displays

- Positive feedback
- Customers reacting to the windows
- Want to push the envelope



Conclusion

- Furthered interest in design
- Worked with client's needs
- Ability to think on my feet
- Knowledge in small business



Image found at:
<http://www.dcielts.com/ielts-essays/conclusions-1/>

QUESTIONS?

