

Visual Merchandising

B.Voc Fashion 6th semester

Vishwakarma Skills University

Probable Questions

- 1. Name and describe the 8 Elements of Design.**
- 2. What are the Principles of Design and how do they differ from Elements?**
- 3. Explain the three types of balance with fashion VM examples.**
- 4. How would you use color psychology to design a window for a Gen Z streetwear brand?**
- 5. What is the 80/20 rule in harmony vs contrast**
- 6. Describe how you would create visual rhythm in a window display.**
- 7. How does negative space function in luxury vs fast fashion VM?**
- 8. What factors determine visual weight in a display?**
- 9. How would you apply the Golden Ratio in a window display?**
- 10. What are the six types of window displays and when would you use each?**
- 11. How do you approach designing a window for a new fashion brand with no established visual identity?**
- 12. What is the difference between ambient, accent, and task lighting in window displays?**
- 13. How would you design a sustainable / eco-friendly window display?**
- 14. Describe your process for creating a holiday window display from concept to installation.**
- 15. What are common mistakes beginners make with window displays?**
- 16. How do you measure the success of a window display?**
- 17. What role do mannequins play in window displays?**
- 18. How do you create a window display on a tight budget?**

19. How is digital technology changing window display design?
20. Describe the four main store layout types and give an example of each.
21. What is the "Power Wall" and why is it important?
22. Explain the "Eye Level = Buy Level" principle.
23. What is cross-merchandising and why does it work?
24. How do you handle the decompression zone in a small boutique vs a large department store?
25. What is a planogram and what information does it contain?
26. What signage types are essential in a fashion retail store?
27. How do VM standards differ between luxury and fast fashion retail?
28. What daily VM maintenance tasks should a store team perform?
29. What are the 5 Rs of sustainable VM?
30. Name five types of digital displays used in modern VM.
31. How is AR being used in visual merchandising? Give two examples.
32. What is "Instagrammability" and why does it matter for VM?
33. How can AI improve visual merchandising decisions?
34. What is experiential retail and why is it growing?
35. Describe the concept of "Phygital Retail."
36. What skills will VM professionals need in the next 5 years?
37. How do you integrate social media into a physical store display?