

1. _____: The practice of displaying products in a way that attracts customers and enhances their shopping experience.
2. _____: The arrangement of products and elements within a shop window to create an appealing visual impact.
3. _____: A prominent feature in a display that draws the viewer's attention and encourages them to engage with the products.
4. _____: A cohesive design that aligns products with a specific theme or story, often related to seasons or promotions.
5. _____: The use of illumination to enhance visibility and create mood, drawing attention to specific products or elements.
6. _____: Written or graphic material used in displays to convey information about products, prices, or promotional messages.
7. _____: Decorative items used in displays to enhance the theme or create context for the products being showcased.
8. _____: The selection of colors used in a display to evoke emotions and create visual harmony.
9. _____: The strategic positioning of products within the display to maximize visibility and appeal.
10. _____: Visual elements applied directly to the window, such as stickers or decals, that enhance the overall display and communicate messages.

Thematic Display	Signage	Window Graphics	Display	Layout
Lighting	Focal Point	Props	Product Placement	Visual Merchandising
Color Scheme				