



“बेटी बचाओ, बेटी पढ़ाओ”

JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

(Format for Preparing E Notes)

Faculty of Fine Arts

Faculty Name- **JV'n Anjali Pareek (Assistant Professor)**

Program- Vth Semester / III Year

Course Name - Bachelor of Fashion Design

Session No. & Name – 2023-24

Academic Day starts with –

- Greeting with saying '**Namaste**' by joining Hands together following by 2-3 Minutes Happy session, Celebrating birthday of any student of respective class and **National Anthem**.

Lecture Starts with-

Review of previous Session-Definition of fine arts

Topic to be discussed today- Today We will discuss about **Exterior Signs** In Visual merchandising.

- Lesson deliverance (ICT, Diagrams & Live Example)-
 - PPT (10 Slides)
 - Diagrams

Introduction & Brief Discussion about the Topic

Exterior Signs

A store's sign is more than just a marker; it is a silent salesperson and a crucial part of a shopper's initial impression. In the brief span of less than 10 seconds, a sign must accomplish a formidable task—capturing attention, conveying the identity of the business, and succinctly stating what it has to offer. It is, in essence, the first chapter of the story that a store tells its customers.

The effectiveness of a sign goes beyond mere identification; it communicates the very essence of the business being conducted. Off-premise signs serve as beacons of information and guidance, particularly for travelers and newcomers. They can also subtly communicate the nature of a location—whether it is strategically placed or somewhat hidden.



In the fast-paced world of commerce, signs are not static entities; they are dynamic tools that interact with passing vehicles. The lettering on a sign should be strategically designed, large enough to be read from a considerable distance. For instance, a sign needs 8-inch letters to be legible from 250 feet, a crucial consideration for drivers traveling at 40 miles per hour.

A sign's design is a non-verbal communication of the business it represents. A stark design with minimalistic materials might suggest discount prices, while an elegant and expensive sign could

signal luxury goods and services. Moreover, signs can be tailored to target specific market segments, such as youth, women, or senior citizens.

In a competitive visual landscape, where numerous signs vie for attention, uniqueness becomes paramount. Design and logo should be distinctive, noticeable, and easily readable. Consideration of size, shape, materials, lettering, height, placement, and structure is essential in creating a sign that stands out amidst the visual noise.



A well-maintained sign is a testament to a well-managed business. Signs should be regularly inspected, with paint refreshed every three years or sooner if weathered. Signs with missing light bulbs, flaking paint, or cracked backgrounds detract from the overall store image, suggesting neglect and poor management.

In essence, a store's sign is its signature—a personal and continuously recognizable symbol to the public. It goes beyond being a mere identifier; it is an ambassador that creates an image consistently carried throughout the store and its business actions. Therefore, the art of sign creation is not just about visibility; it's about crafting a visual narrative that aligns seamlessly with the identity and ethos of the business it represents.

Marquees: Elevating Store Identity

Marquees, a distinctive breed of signage, serve as the face of a store. More than a mere identifier, an effective marquee is a beacon that stands out amidst a sea of businesses, capturing attention and guiding customers to their destination.

In some instances, marquees take the form of permanent canopies projecting over entrances, a feature often found gracing the facades of older buildings. Beyond their functional role of providing shelter from the elements, these architectural marvels become a canvas for storytelling. The top of a permanent canopy, the marquee, emerges as a strategic platform—an opportunity to announce seasonal transitions, special events, or promotional extravaganzas.



The artistry of a marquee lies in its ability to evolve. It is not static but a dynamic entity that can transform with the changing seasons or the ebb and flow of promotional activities. A well-crafted marquee becomes a visual symphony, harmonizing with the essence of the store it represents.

Beyond being a nameplate, the marquee is a communicator. It has the power to signal the arrival of a new season, the buzz of a special event, or the allure of an irresistible promotion. Its prominence ensures that the message it carries becomes an integral part of the urban landscape, visible and memorable.

The top of the marquee, akin to a stage awaiting a performance, provides a canvas for creativity. Seasonal displays and promotional banners find a home here, adding a layer of visual appeal that

goes beyond the ordinary. It's not just a shelter; it's a storyteller, weaving narratives that resonate with passersby.

In the symphony of signage that populates the cityscape, a marquee is not just a note—it's a melody that lingers. Its design, messaging, and adaptability make it a dynamic player in the visual orchestra of retail, ensuring that a store's identity is not just seen but celebrated.

Awnings: Adding Color and Comfort to the Storefront

Awnings are more than just decorative additions to a store—they're practical and aesthetic elements that enhance the overall appeal of the exterior. By introducing color and charm, awnings contribute to a store's visual identity while serving a dual purpose of providing protection and improving the viewing experience for customers.

The practical benefits of awnings extend beyond mere aesthetics. Positioned strategically, they offer customers shelter from the elements, transforming the act of window shopping into a more pleasant experience. Awnings become shields against weather fluctuations, reducing heat, minimizing glare and reflections, and safeguarding merchandise from sun-induced fading.



In the art of retail presentation, the window display is a canvas, and awnings act as both the frame and the filter. They frame the storefront, providing a distinct visual boundary, and act as a

filter that enhances the customer's engagement with the merchandise. By mitigating the harsh effects of sunlight, awnings create an environment conducive to unhurried observation and appreciation.

However, the visual impact of awnings can swing either way. A well-maintained and thoughtfully designed awning elevates the total store image, seamlessly integrating with the overall aesthetic. On the contrary, an awning in poor condition may do more harm than good. A tattered or unkempt awning not only fails to contribute to the visual appeal but becomes a distraction, detracting from the store's overall image.

In the delicate dance of exterior design, awnings emerge as both functional guardians and artistic contributors. Their role goes beyond providing shade; they are storytellers, adding layers of color and comfort to the visual narrative of a store. Therefore, the careful curation and maintenance of awnings are essential not only for the protection they provide but also for the contribution they make to the harmonious visual symphony of the storefront.