

# BOOKS<sup>TM</sup> ARE MY BAG

LOVE BOOKS, LOVE BOOKSHOPS

A Short  
Guide About  
Window &  
Table Displays

# A Short Guide About Window & Table Displays

## ELEMENTS TO CONSIDER WHEN INSTALLING A WINDOW

These are some of the main features that contribute to how people will engage with the window display.

### Focal Point

This is the main element of the display. It is the message that tells the viewer what the window is about. It should be clear and obvious. It is usually a poster.

### Secondary Focal Points

These should support the main focal point. It may be the same message or it could be a supplementary piece of information relating to the subject of the window.

### Grouping

This is thinking about how the books are arranged in the window. The most straightforward approach is to group books together by subject matter or series. Colour could also be a grouping category. The idea of grouping is to make it easy and comfortable for the viewer to work out what is going on in the window.

### Mass and Space

Both of these elements are useful for isolating products and directing the eye towards them. Giving space for the books to be seen helps to attract the viewer to the window.

### Colour

Colour is an important element of the overall window design. A good use of appropriate colour combinations is a powerful tool when trying to catch the eye of the passer-by. Thinking about the colour of individual books or products is also relevant to the appeal of the display. Colour can help to guide the eye of the viewer around the products in the window.

### Composition

This is how the books are placed in the window, the overall shape. The most common and effective compositional layout is a triangular or pyramid shape. Composition can help attract viewers and aid negotiation of the products in the display.

### Visibility

Most windows need to be designed with two types of visibility in mind. People need to be attracted from a distance and from close up. Text size and focal points

are important factors here. Placement of appropriate stock can also help. It is worth remembering that most people are parallel with the window as they walk past it. The display is rarely viewed head on and the placing of stock should take this into account.

### Lighting

This can be important for highlighting particular areas of a display and is therefore a useful grouping tool. It can also contribute to the general atmosphere of the display.

## ANALYSING THE WINDOW ELEMENTS



### Focal Point

Here we have focussed on the BAMB image as the main message of the display so the poster sits boldly in the centre of the window instantly telling the viewer that the window is about Books Are My Bag.

### Secondary Focal Points

Our secondary focal points are the Vote Now posters.

### Composition

The triangular composition gives balance and solidity to the display. The eye is directed along the sides of the triangle, this encourages the eye to stay in the central area of the window and explore the contents of the display.

### Visibility

The window is often more likely to be seen by people passing parallel to it. As such the corners of the window are very important places for visibility. Here A4 signs with the BAMB logo have been positioned to catch the eye. The display boxes and books are also slightly turned inwards with the aim of attracting the attention of the passer-by.

## Grouping

The books here have been gathered into appropriate groups. This makes it easier for the viewer to navigate the window.



The Harry Potter books all have trains on the covers in order to give that group more visual impact.

1. Star wars
2. Harry Potter
3. Cookery
4. Children's
5. Ladybird
6. Fiction
7. Music
8. Fiction



## Colour

The orange in the BAMB POS is a very strong colour. By placing orange on the base of the window it connects the poster to the books a little more clearly. The base doesn't necessarily need to be orange it could be white. Placing some smaller orange signs in the corners of the window reinforces the triangular composition.

## Book Covers

It is worth thinking about the covers of the books. For example faces looking towards the centre of the window encourage the viewer to stay focussed in that area.



This could be a person or an animal or it could be that the design of the book points inwards. Books with faces are also useful at the edge of a display. The eye of the viewer will be prompted to look in the same direction, ie. into the window. It is all about subtly leading the eye around the display.

## TABLE DISPLAYS

- Position the table to maximize the visibility.
- The pyramid shape attracts the eye and keeps it involved in what is happening on the table. Here a plinth has been used in the middle of the table to raise the height of the centre.
- There is an A4 stand in the middle of the table clearly identifying the theme of the display.
- Books are on stands facing the viewer. This makes the table look more attractive and also introduces some of the books from a distance.
- Books have been alternately arranged to minimise the amount of paper facing ends. This also helps to stabilise the stacks of books.



- Even with a table of books that are flat on the table it is a good idea to maintain the pyramid shape. Taller stacks of books are placed at the centre.
- Table displays generally need a lot of care and attention. They can get messy very easily which is generally a good thing as it indicates that customers are engaging with the display.

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## TABLE DISPLAYS...continued

Sometimes we need to have lots of flat books on the table. Visibility is crucial. The main consideration is where the display is most often viewed from.

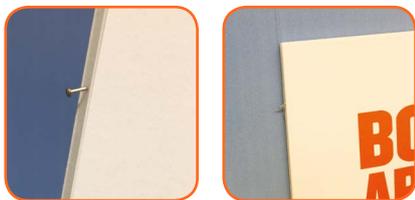
Here the table is divided into two halves diagonally. Books are positioned to cater customers approaching from either side of the table.



## PRACTICAL TIPS

### Mounting a Poster

- Mounting a poster on foamboard can add rigidity to the poster that gives it a bit more display flexibility.
- Double sided tape will stop the edge of the poster lifting.
- Use Display Mount to stick the poster to the foamboard.



The poster can then be propped up in the window. Dress pins can be used to insert into

the foamboard. This allows fishing wire to be tied to the poster so that it can hang in the window. Using the pins allows you to adjust the position of the poster when it is in place.

- Suckers can be used to stick onto the window surface. These can support bags and bunting. Available from DZD.

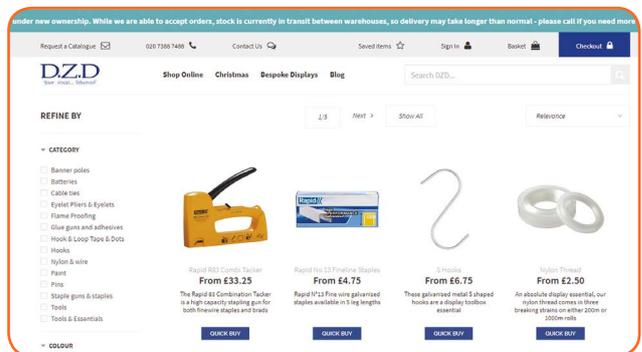


## SUPPLIERS

Castle Hill Crafts supply wide rolls of paper. These are great for creating large areas of colour and are also good for wrapping boxes to add colour to the window. Printed designs are also available - [www.castlehillcrafts.co.uk](http://www.castlehillcrafts.co.uk)



DZD are a professional display and visual merchandising company supplying display materials and tools. They also have a wide range of props available - [www.dzd.co.uk](http://www.dzd.co.uk)



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