# GLADEOGRAPHIX PRESENTS

## VISUAL MERCHANDISING

### THE PERSUADER

**DESCRIPTION**
Visual Merchandisers are responsible for the store fronts that draw you in. They create interesting displays that showcase certain products on the sales. They use a wide variety of color theory, layout design, and product placement to make their designs readable and appealing to the potential customers.

**FAST FACTS**
- **INDUSTRY:** Apparel & Accessories
- **STARTING MEDIAN SALARY:** $17,500
- **MID CAREER SALARY:** $26,200

### THE BUILDER

**JOB RESPONSIBILITIES**
- Create sketches based on the clients’ vision and requirements
- Visualize a design or specific pieces of clothing and how it will translate onto the display designed
- Find the necessary props, materials, etc for complete the client approved display
- Ensures uniformity throughout all displays created
- In contact with buyers, other clients, and market professionals to make sure that the displays create the desired visual impact

### THE CREATOR

**EMPLOYMENT TYPES**
- **DESIGN AGENCY**
- **FREELANCE WORK**
- **SET WORK** (FILM, TV SETS, ETC.)
- **RETAIL STORES** (CLOTHING, FURNITURE, KITCHEN, ETC.)
- **HOTELS**
- **MUSEUMS**

Learn more about this career at [www.gladeo.org](http://www.gladeo.org)

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