Floral Display Questions

1. The standard lighting in commercial and home use is
    a. Incandescent
    b. Halogen
    c. Florescent
    d. LED

2. For spotlights and special displays and best kind of lighting for showcasing flowers is using _____ light.
    a. Incandescent
    b. Halogen
    c. Florescent
    d. LED

3. The lighting that is a good choice for overall lighting and has, long bulb life, improved lighting color, and lower cost for bulbs is:
    a. Incandescent
    b. Halogen
    c. Florescent
    d. All of the above

4. Display lights that focus on a highlighting an area or creating a brighter area in a display is
    a. Floodlights
    b. Spotlights
    c. Pin Spotlights
    d. Fun Lights

5. These display lights provide a wide circle of light for lighting an entire area
    a. Floodlights
    b. Spotlights
    c. Pin Spotlights
    d. Fun Lights

6. A choice for mounting lights in your display that can be mounted high or low to create different effects is
    a. Track Lights
    b. Clip on mounts
    c. Spotlights
    d. Floodlights

7. To create dramatic effects in a display especially with trees or other multi leaved plants is
    a. Color-Drench

b. Backlighting
c. Up-light elements
d. Cast Shadows

8. Placing a light source behind your display and shining it through fire resistant fabric or colored paper is called
   a. Color-Drench
   b. Backlighting
   c. Up-light elements
   d. Cast Shadows

9. A display that involves the artistic placement of merchandise and tends to dominate shops is a _____ display
   a. Functional
   b. Merchandise
   c. Decorative
   d. Specialty

10. A display that features masses or rows of products with little or no special arrangement is a _____ display
    a. Functional
    b. Merchandise
    c. Decorative
    d. Specialty

11. The elements of any display are components used to put it together. _____are the key physical component of any display.
    a. Colors
    b. Size
    c. Merchandise and Props
    d. Backgrounds

12. A theme display that reflects the look, mood or feeling of winter, spring, summer or fall is
    a. Holiday
    b. Community events
    c. Promotional
    d. Seasonal

13. A display that provides information and knowledge to a potential client is a
    a. Life Event theme
    b. Promotional theme
    c. Educational theme
    d. Holiday theme

14. When a figure in a display actually moves because of a power source, it is an example of:
    a. Size and color
    b. Motion
    c. Implied Motion
    d. None of the above

15. When a figure in a display is not moving, but it looks like it is in the middle of an action, this is:
    a. Humor and surprise
    b. Motion
    c. Implied motion
    d. None of the above

16. Mass and repetition of a product are used to
    a. Add humor
    b. Add a surprise element
    c. Become attention getters
    d. None of the above

17. Which of the following works well for a partial visual barrier as a background to a display?
    a. Foam centered board
    b. Plywood
    c. Fabric
    d. All of the above

18. Signs in the windows and display areas serve as _____.
    a. Humor and surprise
    b. Background
    c. Silent salesperson
    d. Vignette

19. Which of the following is **NOT** true about the viewpoint of a window display?
    a. Windows that are seen from a distance require large props
    b. Windows that are seen by foot traffic should be on the smaller scale
    c. In-store displays should be kept table level
    d. Displays should be designed from the perspective of the viewers

20. Which of the following would be considered a focal point in a display
    a. Fabric curtains
    b. Large ivy covered bunny
    c. Wood floor
    d. Confetti

21. In order to achieve good scale within a display which of the following is true
    a. Large window displays need large props and ample merchandise
    b. Large window displays need small and few props
    c. Small windows needs lots of color and many props
    d. Small windows needs large props and ample merchandise

22. When combining display props, fixtures and merchandise, which of the following design principles should you be trying to achieve
    a. Scale
    b. Balance
    c. Proportion
    d. All of the above

23. In an display an attention grabber that is by using an oversized object, is another potential means of attracting attention is using _____as a attention grabber.
    a. Community events
    b. Size
    c. Implied motion
    d. Humor

24. Which of the following is true when considering space and order of the display
    a. Avoid clutter
    b. More merchandise displayed the better
    c. Show everything for that season at once
    d. All of the above

25. This display mimic's a small, familiar setting of view.
    a. Funtional display
    b. Vignette display
    c. Background display
    d. All of the above

26. Under-sizing displays are:
    a. Only using part of the window
    b. Only using tiny things
    c. Showing only one huge item
    d. A & B

27. _____should always be brief & direct, with wording that is not only concise, but also clever and catchy.
    a. Signs
    b. Sales Receipt
    c. General ledger
    d. Space and order

28. Rythmn in a display provides a visual pathway for eyes to follow which one of these are **NOT** commonly used.
    a. Stair-stepped elements
    b. Ziz zag llines
    c. One large focal point
    d. Radial placements

29. What should **NOT** be on a display calendar.
    a. The personal work schedule for the month
    b. Schedule of major displays
    c. Who should be in charge of each display
    d. What will be needed for each display

30. When all the other principles are successfully applied, _____ usually follows quite naturally
    a. Rhythm
    b. Space and order
    c. Harmony
    d. Unity