Group: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Display Features: Group Project

Scoring Guide

***Visual Merchandising and Display Features:***

1. Storefront (10 Points)

-Remember: a storefront is designed to attract your target market.

1. Sign (10 Points)

-This sign should catch the attention of store customers. Remember: the store is tired of their old sign.

1. Store Layout (10 Points)

-Make sure to label your selling space, storage space, personal space, and customer space.

1. Store Interior (10 Points)

-Include choices for color, lighting, graphics, paint, and fixtures. Including pictures to present your ideas is helpful

1. Interior Displays (10 Points)

-Options include: architectural displays, store decorations, open displays, closed displays, and point-of-purchase displays. Remember: Explain your choices clearly.

1. Presentation (10 Points)

-Professional conduct is expected during your presentation. Remember: You are trying to sell the ideas of your design firm to a potential client. It is important for you that this presentation is well-prepared.

***Scoring:***

Storefront: \_\_\_\_\_\_\_\_\_\_ / 10

Sign: \_\_\_\_\_\_\_\_\_\_ / 10

Store Layout: \_\_\_\_\_\_\_\_\_\_ / 10

Store Interior: \_\_\_\_\_\_\_\_\_\_ / 10

Interior Displays: \_\_\_\_\_\_\_\_\_\_ / 10

Presentation: \_\_\_\_\_\_\_\_\_\_ / 10

Total: \_\_\_\_\_\_\_\_\_\_ / 60