**Retail Merchandising**

**Catalog Project**

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| **Project Criteria** | **Points Possible** | **Points Earned** |
| **Cover of Catalog**   * Appropriate picture/s that are included in catalog * Clean design, not cluttered or tacky * Necessary information included (issue or date, title) | **10** |  |
| **Setup of Catalog**   * 15 appropriate items * Pages are consistent * Products are grouped by item or with related merchandise | **10** |  |
| **Pictures**   * Appropriate pictures of merchandise * Pictures were taken by YOU * Background of pictures is appropriate | **10** |  |
| **Product Descriptions**   * Descriptions IN YOUR OWN WORDS * Complete sentences – at least 2 per item * No hyphens or indentations * Titles, prices and item numbers on each description * List sizes and show additional colors where necessary * If clothing, must state material it is made from | **20** |  |
| **Attention to Detail**   * Spelling/Grammar/Punctuation * Capitalization consistent * Shipping information is provided * Ordering information is provided | **10** |  |
| **Creativity**   * Color scheme appropriate for catalog items * Fonts go along with theme of catalog * Word art kept to a minimum * Layout of catalog is fun and interesting | **10** |  |
| **Grading Sheet turned in with catalog** | **10** |  |
| **TOTAL POINTS** | **80** |  |