

**2008 STUDENT DESIGN COMPETITION
JUDGING CRITERIA & PROJECT EVALUATION**

To guide both the student and the judges, the following criteria establish a weighted scoring matrix based on an evaluation of broad categories implicit in the design submission.

Project: _____

Concept: Imagination, inspiration, and creativity	15 pts	
Plan Solution: Traffic flow, fixture layout, merchandise exposure, adjacencies, form, organization	25 pts	
Interior / Architectural Design: Color and materials, lighting, fixture details, style, appropriateness, merchandise presentation	30 pts	
Format: Pagination, graphic and written communication, arrangement of information within the assigned format	10 pts	
Graphics and Identification: Logo color, style, signage, composition and packaging	10 pts	
Quality and professional presentation of work.	10pts	
TOTAL	100 PTS	