



2009 STUDENT DESIGN COMPETITION

JUDGING CRITERIA & PROJECT EVALUATION Visual Merchandising Category

Design Concept: 15 points

Imagination, inspiration, and creativity

Space Solution: 25 points

Traffic flow, fixture layout, merchandise exposure, adjacencies, form, organization

Fixture Design: 30 points

Style, appropriateness, colors and materials, fixturing, lighting, and merchandise presentation

Quality and comprehensive organization of the presentation: 15 points

Graphics and Identification: 15 points

Logo color, style, signage, composition and packaging:

TOTAL: 100 PTS

JUDGING CRITERIA & PROJECT EVALUATION Store Planning Design Category

Design Concept: 15 points

Imagination, inspiration, and creativity

Space Solution: 25 points

Adjacencies, traffic flow, form, organization

Interior/Architectural Design: 30 points

Style, appropriateness, colors and materials, fixturing, lighting, and merchandise presentation

Graphics and Identification: 15 points

Logo color, style, signage, composition and packaging

Quality and comprehensive organization of the presentation: 15 points

TOTAL: 100 points