

**PAVE's 2010 STUDENT DESIGN COMPETITION**  
**Sponsored by Godiva Chocolatier Inc.**

**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

Graphics and Identification: 15 points

Logo color, style, signage, composition and packaging

Quality and comprehensive organization of the presentation: 15 points

**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**