

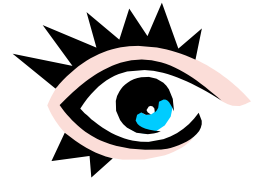


Final Exam: Visual Appeal

Fashion Marketing
Mrs. Coen

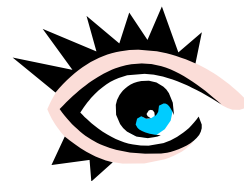
This project serves as your **FINAL EXAM** for **Fashion Marketing**. It incorporates all the concepts covered throughout the semester. Be sure to follow the directions very carefully and reference the grading rubric as you complete this final project. Use the planning sheet provided to help organize your report.

Part 1: Select a department store in our area. Research the history and growth of the store.



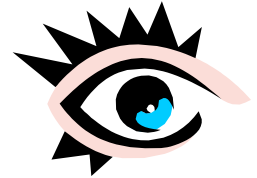
- 👁️ What is the name of the store?
- 👁️ Where is the store currently located? Include national/international locations.
- 👁️ When did the store first open its doors to the public? How old is the store?
- 👁️ How did the store come to be? Include information on owners, timeline of the growth of the store.
- 👁️ What type of clothing does the store carry? Include clothing categories and price ranges.
- 👁️ Have these categories expanded, declined, or remained consistent throughout the store's history?
- 👁️ What type of market(s) does the store target?
- 👁️ Have these markets expanded, declined, or remained consistent throughout the store's history?
- 👁️ What type of image does the store portray?

Part 2: Visit the department store you chose in Part 1 and analyze its visual merchandising.



- 👁️ Describe the time of year you are visiting the store. Include date and season/holiday.
- 👁️ Do the displays carry out a theme throughout the store? Describe the theme.
- 👁️ Describe the décor and display techniques, both in windows and in interiors.
- 👁️ Is lighting used effectively? Describe how it is used to highlight window and floor displays.
- 👁️ Is merchandise attractively arranged? Describe what merchandise is featured in window displays and what merchandise is featured in floor displays.
- 👁️ Do you feel that the total image of the store successfully relates to the merchandise offered? Why or why not?

Part 3: Select your favorite display within the department store.



- 👁️ Take a picture of the display.
- 👁️ Is the display creative? Why or why not?
- 👁️ Describe the theme of the display in detail.
- 👁️ Describe the design elements: What type of balance is used? Is the display in proportion? What is the emphasis of the display? How is rhythm/line achieved? Do all elements combine to successfully create harmony/unity?
- 👁️ Evaluate the elements of design: balance, proportion, emphasis, rhythm/line, harmony/unity on a scale of 1 to 5 (5 being the highest). Give reasons for each score you assign.
- 👁️ Does the display have visual appeal? Why or why not?
- 👁️ Is the display effective in promoting the good/service? Why or why not?
- 👁️ Give one suggestion to enhance or improve the store's image through the use of visual merchandising? Be very descriptive.

Part 4: Prepare a 3-4 page typed report summarizing your research of the history and growth of the store, visual merchandising analysis, and display evaluation. Your report should include a title page formatted as follows:

Name of Department Store: History, Visual Merchandising Analysis, and Display Evaluation
Name Fashion Marketing Final Exam Period Due Date

The final page of your report should include a picture of the display you evaluated. Be sure to proofread and spell check your report before submitting for a grade.

Good Luck!

DUE DATE: _____

PLEASE NOTE: *This Final Exam counts for $\frac{1}{3}$ of your final grade for this course. Failure to complete this project could affect your course grade tremendously. Acceptable papers must be well-researched, well-written, and provide complete, descriptive analyses and evaluations of the parts assigned. If you have any difficulty, ask for assistance!*