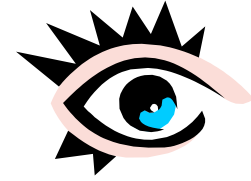




FINAL EXAM:

Visual Appeal Grading Rubric



Categories	Points Earned
<p>Part 1: History and Growth of the Store (45 pts.)</p> <ul style="list-style-type: none">☉ Name of store☉ Location(s): National/International☉ Date store opened/age of the store☉ Origin of the store: Owners, timeline of growth of the store☉ Clothing categories and price ranges☉ Expansion/decline/consistency of clothing categories☉ Target market(s)☉ Expansion/decline/consistency of target market(s)☉ Image of store	
<p>Part 2: Visual Merchandising Analysis (30 pts.)</p> <ul style="list-style-type: none">☉ Date, season/holiday of visit☉ Theme of displays/description☉ Décor and display techniques in windows and interiors☉ Description of lighting used to highlight window and floor displays☉ Merchandise arrangement: Description of merchandise displayed in windows and floor displays☉ Analysis of visual merchandising in relation to image of store	

Part 3: Display Evaluation (35 pts.)

- ☉ Evaluation of display creativity
- ☉ Description of theme of display
- ☉ Description of design elements: Type of balance, proportion, emphasis, rhythm/line, harmony/unity
- ☉ Evaluation of design elements: Scale assignments and reasons
- ☉ Description of visual appeal
- ☉ Effectiveness of promotion
- ☉ Suggestion to enhance or improve store's image through use of visual merchandising

Part 4: Report Format (15 pts.)

- ☉ Cover page properly formatted
- ☉ Picture of display (final page)
- ☉ Proofreading/Spell Check

TOTAL (125 points possible)

COMMENTS: