

👁️ 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. _____

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? _____
How is this type of balance achieved? _____

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 on a scale of 1 to 5 (5 being the highest)
Balance: _____
Reason for assigning score: _____

Proportion: _____
Reason for assigning score: _____

Emphasis: _____

Reason for assigning score: _____

Rhythm/line: _____

Reason for assigning score: _____

Harmony/unity: _____

Reason for assigning score: _____

👁️ 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. _____

