

## VISUAL MERCHANDISING PROJECT

For this project you will need to either create or describe the entire visual package of a store of your design methods. You will work by yourself, and do not have to present anything.

STEP 1 – Choose your topical area. Your store can be any specific store design that involves either a) 5 or more departments or b) more than 15 listed products. Topics will be used up on a first come first served basis and should be broad topics.

### Part 1 – Storefront

You will need to design your logo, either by hand or electronically. Include this page first when handing in your project. You will also need to type up a description of what the exterior of the store will look like. What is it made out of, are there window displays, what kind of outdoor lighting, plants, etc are there. Be as detailed as you can be.

### Part 2 – Store Layout

Either in a word document using shapes, or on paper by hand, you need to draw out the layout of your store. You need to either show where your departments are located, or products, depending on your store size. Don't forget to include a customer service area if you are that kind of store, and of course public restrooms and check out area.

You need not list specific dimensions of your store for this project, but you DO NEED to explain a little bit of why you set your store up in this manner. I will not be overly critical of your drawings if you go that route.

### Part 3 – Store Interior

In your word document, describe the interior of the store. Try not to leave any detail out when it comes to flooring, walls, and lighting.

### Part 4 – Interior Display

Pick one of your main products and describe how you are going to display it. You need to decide which of the 5 display methods you will use, and explain why you chose that method. Again, be very detailed. It takes only 3-8 seconds for someone to make a decision on your product based largely on appearance.