Introduction to Business: Shoebox Window Display Project

Purpose:
You are going to create a window display for a retailer of your choice.
You will need a shoebox and any other special supplies you require.
Available to you will be: construction paper, markers, crayons, tape, glue sticks, paperclips, and miscellaneous other supplies.

Step 1: Choosing a retailer and answer the Getting Started Planning Questions

In the Google Doc provided, answer the following "Getting Started Planning Questions:

a. What type of store is it? (specialty, department, service, grocery/supermarket, convenience, drug)
b. What are the main products of the store?
c. Would you consider them a discount store, high end merchandise, average priced products? Explain.
d. Choose a theme for your shoe box: What is your purpose? (Items in your window should connect to your theme and purpose. Examples: Season, event, product, store promotion)

Step 2: Create your Window Display in the shoebox.

Keep the following elements in mind:
Colour - make sure your colors connect with each other, match your theme, and the store's image and colors.
Direction - make a smooth transition from one item to the next. Do your items flow together?
Proportion - make sure the size of your objects in the display are proportionate
Motion – any motorized or animated feature you might add
Lighting – merchandise appears to be more attractive
Sound – adds to store image

Examples of Shoebox Displays

Category	LEVEL 4	LEVEL 3	LEVEL 2	LEVEL 1
Thinking **Target Audience** /3 **Product Mix** /2 **Type of retailer** /2 **Choice of Theme** /3	Shows more than considerable attention in identify the target audience (age, gender, income, geographic location) for their chosen retail business. Identify the product mix and type of retail business with outstanding success. Identify the choice of theme and purpose with outstanding success.	Shows attention in identify the target audience (age, gender, income, geographic location) for their chosen retail business. Identify the product mix and type of retail business with great success. Identify the choice of theme and purpose with great success.	Shows some attention in identify the target audience (age, gender, income, geographic location) for their chosen retail business. Identify the product mix and type of retail business with some success. Identify the choice of theme and purpose with some success.	Shows limited attention identify the target audience (age, gender, income, geographic location) for their chosen retail business. Identify the product mix of the retail business with limited success. Identify the choice of theme and purpose with limited success.
Communication **Quality of construction of the shoebox** /10 **Creativity** /10 /20	Shows more than considerable attention to construction. All items are: neat, trimmed, carefully & securely attached, not stray marks, smudges, glue stains, erasures. All of the objects used reflect an exceptional degree of creativity in originality of use and display.	Shows attention to construction. Most items are neatly trimmed, carefully & securely attached, (1-2) barely noticeable stray marks, smudges, glue stains, erasures. Most objects used reflect creativity in originality of use and display.	Shows attention to construction. (3-4) items are sloppily trimmed, loose, and not securely attached. There are several stray marks, smudges, glue stains, erasures. (1 or 2) objects used reflect creativity. Ideas/items are typical rather than creative.	Displays sloppy/poor construction. Items appear to be "slapped on" Pieces are loose. There are many smudges, glue stains, erasures, rips, uneven edges, stains, etc. The student did not make or customize any of the items.
Application **Display Principles** /10	*Extremely* eye-catching. Does ALL of the following *exceedingly* well: shows image of the company, shows popular merchandise that is appropriate for theme, isn't too cluttered, uses good use of color, props are proportionate. Buyers would 100% enter the store. Completely depicts image of the store	Eye-catching. Does MOST of the following well: shows image of the company, shows popular merchandise that is appropriate for the theme, isn't too cluttered, uses good use of color, props are proportionate. Buyers would most likely enter the store. Somewhat depicts image of the store	Display is somewhat eye-catching. Does not show the image of the company well, merchandise used *somewhat* fits the theme, is somewhat cluttered, use of color could have been better, some props are disproportionate. Buyers would most likely NOT enter the store Does not depict image of the store or is too small/large No marquee/signage was used, making it	Display is NOT eye-catching. Does NOT show image of the company, no merchandise is used. It cluttered or has too much dead space. Does not use good use of color. Props are not used or are extremely disproportionate. Buyers would *definitely* not enter the store. No marquee/signage was used, making it difficult recognizing the brand.