



Business Marketing Final Shoebox Display Project (100 Points)

You will need one empty shoe box to complete this project.
You are to prepare a **front window display** for the store of your choice.

MATERIALS:

Shoebox

Materials for your props

Anything that goes into your box, you will need to provide.

You can print off what you need in color, as long as it's the exact size you need before you print. We don't need to waste ink. You may use cardboard behind to make it stronger.

Be creative as you can with the materials you want to display.

Start brainstorming ideas and draw out your display on paper. Also, write down any materials that you might need.

Complete this [shared sheet](#) with your business idea. No duplicate businesses, first come first serve.

THEME:

You will need to choose a theme for your window front. You are not just putting merchandise out for display. It has to have a **PURPOSE**. Make it all **CONNECT!** (i.e. holiday, being "green", artsy, etc.)

Manipulate artistic elements (keep these in mind when setting up the display):

- Color – make sure your colors connect with each other and the store image
- Direction – make a smooth transition from one item to the next
- Texture – decide if you want smooth or rough surfaces in your display
- Proportion – relationship of objects in the display (size)
- Motion – any motorized or animated feature you might add
- Lighting – merchandise appears to be more attractive
- Sound – adds to store image

You will be graded according to:

1. Your **work ethic** – taking the time in class (Remote and In person) to work on your project.
FIVE Daily/weekly check ins through Remind/Classroom/In person
2. **Creativity** of your window – ideas shown
3. Effectiveness of the **design** itself – space used, entices customers for your store
4. Congruence with the **store image** you are mimicking – similar to what store would do
5. Manipulation of artistic elements – seen above
6. **Finished** product – complete

Scoring Guide for Shoebox Window Display

You will be evaluated on how well you present the following:

Work Ethic (5 points a day)	25 points
Creativity of your window	20 points
Effectiveness of the design in using a theme	15 points
Congruence with store image you mimicked	15 points
Manipulation of artistic elements	15 points
Finished product	10 points
TOTAL	___/100

Examples:



