

# WINDOW DISPLAY PROJECT

In a normal given year students would develop a display for the school store in groups of 3. However, this year with the pandemic we will be doing things a bit differently and changing this project up a bit.

**Directions:** You will be creating a window display diorama using a shoe box. Your window display can take on any theme, but it should be appropriate for the store that you chose (for example, it wouldn't make sense to have a beach themed window display at a ski/snowboard shop!) Before you start constructing your diorama you will be required to complete the planning worksheet as well as a sketch of what your window display will look like. ***The questionnaire and sketch MUST be approved by Mr. Hert before you begin your diorama!*** Make sure to utilize and have a 3-D effect.

\*A shoe box will be needed for this project. If you do not have one, you could use any type of box.

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. ***If you are 100% virtual or are on an asynchronous week you can arrange to come in on a Friday or another time to print off your materials if needed.*** 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. Get creative with your materials you use!

Make sure your diorama demonstrates the elements of visual merchandising and display we talked about in class.

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.)

## Types of displays

Closed displays

Open displays

Architectural displays

Point of purchase displays

Store decoration

*Formal or informal balance?*

## Type of Display

**One item display**, showing a single item

**Similar-product display**, showing one kind of item from several different brands

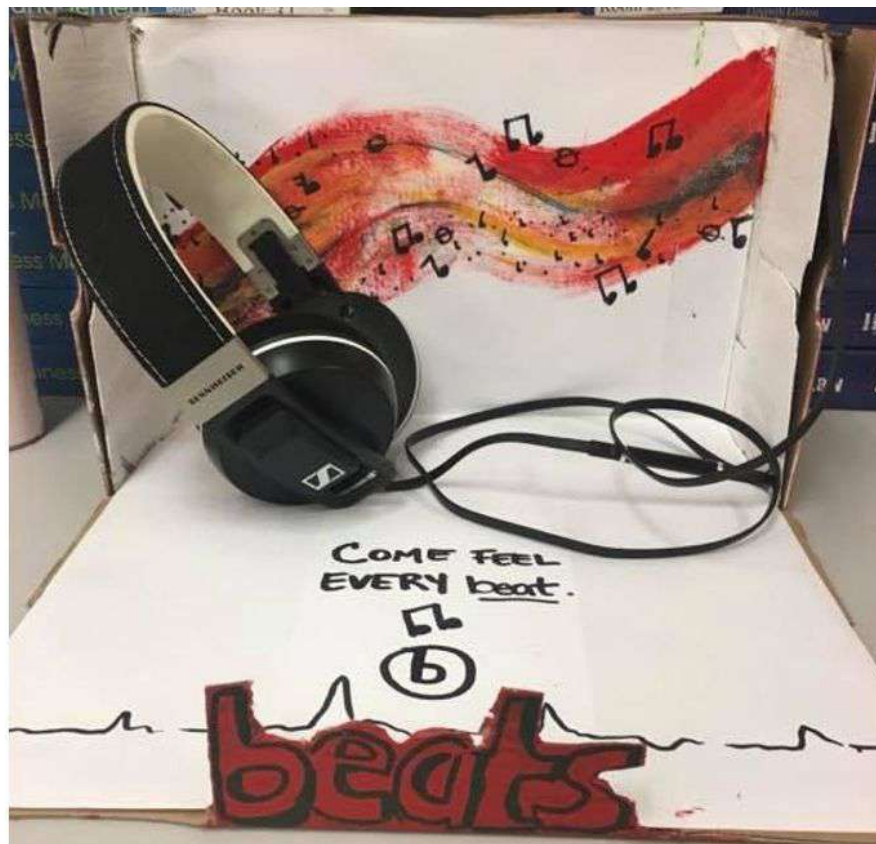
**Related-merchandise display**, grouping items that can be used together

**Cross-mix merchandise display**, featuring mixed merchandise that creates a scene

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 presenting your window display to the class. Virtual students will be presenting on Google Meet.

For your presentation, I would like you to cover the following concepts of your diorama.

- Store your display is for
- What are you promoting?/theme
- Target market
- Materials used to create
- Type of display
- Artistic elements: color, balance, etc.

(grading rubric on next page)

## **Shoebox Display Rubric**

Exemplary 16	Accomplished 12	Developing 8	Beginning 4	No Attempt 0
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<b>Theme/Selling Power</b>	16	12	8	4	0
<b>Materials used to create</b>	16	12	8	4	0
<b>Appearance/Neatness</b>	16	12	8	4	0
<b>Color</b>	16	12	8	4	0
<b>Balance</b>	16	12	8	4	0
<b>Content</b>	16	12	8	4	0
<b>Type of display</b>	16	12	8	4	0
<b>Creativity</b>	16	12	8	4	0
<b>Met due date</b>	16	12	8	4	0
<b>Presentation (Google Meet)</b>	16	12	8	4	0

TOTAL POINTS \_\_\_\_\_/160