



Visual Merchandising Display Evaluation Rubric

Standard: To demonstrate how academic knowledge and skills are applied in the workplace and other settings.

Fashion Apparel & Accessories

Goal/Benchmark: Create an effective window display with a central theme incorporating the five principles of design.

Mrs. Coen

Criteria	4 Designer Showcase <i>"7th Avenue—here I come!"</i>	3 Design Apprentice <i>"In the process of developing my own unique style!"</i>	2 Design Student <i>"Still learning!"</i>	1 Testing the Design Waters <i>"Not sure if window design is for me!"</i>	Score
Theme <i>Unique v. Traditional Mood</i>	Theme is powerfully and uniquely conveyed; sets mood for display	Theme is successfully conveyed in a traditional sense; sets mood for display	Traditional theme is satisfactorily conveyed; mood is vague	No theme; no mood	___ x 2 =
Balance <i>Symmetrical v. Asymmetrical</i>	Asymmetrical balance is used to create a powerful, unique display; weight is equal on each half of design	Asymmetrical or symmetrical balance is used to create a traditional display; weight is equal on each half of design	Asymmetrical or symmetrical balance is attempted; weight is almost equal on each half of design	No balance; weight is not equal on each half of design	___ x 4 =
Emphasis <i>Size, Repetition, Contrast, or Unique Placement</i>	One powerful focal point; eye is drawn immediately to type of emphasis portrayed; image is retained by viewers	One focal point; could be more powerful; image is retained by most viewers	Two or more focal points; causes confusion and viewer has to search for emphasis; viewers have difficulty retaining image	No focal point; no emphasis	___ x 4 =
Proportion	All design elements are proportionate to the entire design layout	Most design elements are proportionate; 1-2 elements are too large or too small	Some elements are proportionate; 3-4 elements are too large or too small	Proportion is not achieved; 5 or more elements are too large or too small	___ x 4 =
Rhythm/Line <i>Repetition, Continuous Line, Progression, Radiation, or Alternation</i>	Powerful, unique demonstration of rhythm; 2-3 types of rhythm easily identified	Traditional demonstration of rhythm; 2 types of rhythm easily identified	Traditional demonstration of rhythm; 1 type of rhythm easily identified	No rhythm	___ x 4 =
Harmony/Unity	All of the elements properly blend to form a unified picture overall	Most elements properly blend to form a unified picture overall	Sections of window blend to form a unified picture, but overall picture does blend	Elements do not blend; no harmony	___ x 4 =
Visual Appeal & Effectiveness	This display turns heads! Very powerful and unique! Creative lighting and title!	Catches most peoples' attention; traditional; creative lighting and title	Catches the attention of some; traditional; lighting and title could use some creativity	Display needs more attention; lighting/title missing or not creative	___ x 3 =
Total (100 pts. possible)					
Comments:					

Grading Scale:	97-100	A+	93-96	A	90-92	A-	87-89	B+	83-86	B	80-82	B-
	77-79	C+	73-76	C	70-72	C-	67-69	D+	65-66	D	Below 65	F