



# FASHION MERCHANDISING Rubric

Name(s) of Participant(s)

School:

Level: (Circle one)

Level 1

Level 2

Level 3

## Evaluation Criteria

**Points**

### Display

<b>Overall attractiveness and appearance</b> - neat, eye catching and appealing	<b>0-1</b> Lacking creativity	<b>2-3</b> Not very eye appealing	<b>4-6</b> Good appearance, could be neater, fairly appealing	<b>7-8</b> Very good appearance, neat, appealing, interesting	<b>9-10</b> Excellent appearance, very appealing and eye catching	
<b>Display design</b> - strong use of design elements	<b>0-1</b> No evidence of principles and elements of design	<b>2-3</b> Minimal evidence of principles and elements of design. Unbalanced, no variety, etc.	<b>4-6</b> Good design—most of the elements and principles of design are evident	<b>7-8</b> Very good use of design principles and elements	<b>9-10</b> Excellent -balanced, good proportion and use of space, harmony and variety, etc.	
<b>Accessories and Props</b>	<b>0-1</b> No props, or those present detract from the design	<b>2-3</b> A few of the props and accessories detract from the design and/or don't go with the theme	<b>4-6</b> Fairly good use of a accessories and props. Some do not add to the display, but they do not detract	<b>7-8</b> Most of the accessories and props enhance the display.	<b>9-10</b> All accessories and props enhance the display and support the theme	
<b>Display techniques</b> - unique use of items, skill in draping, folding, etc.	<b>0-1</b> Skills not evident	<b>2-3</b> Display skills are at a low level, not very difficult or creative	<b>4-6</b> Good basic skills	<b>7-8</b> Very Good skills, Some creativity shown	<b>9-10</b> Excellent - high level of skill Demonstrated; creative	
<b>Color coordination</b>	<b>0-1</b> Colors clash with each other	<b>2</b> Colors do not go well with each other	<b>3</b> Good color coordination	<b>4</b> Very Good color coordination	<b>5</b> Excellent color coordination	
<b>Clothing Choices</b> - Suitability for purpose, attractive	<b>0-1</b> Choices are inappropriate; unattractive	<b>2</b> Choices not very suitable or attractive	<b>3</b> Good choices, fairly attractive	<b>4</b> Very good choices - suitable, attractive, stylish	<b>5</b> Excellent choices in color, style, suitability to theme, etc.	

<b>Creativity</b>	<b>0-1</b> Lacks creativity	<b>2</b> Not very original or creative	<b>3</b> Good originality and creativity	<b>4</b> Very good originality and creativity	<b>5</b> Excellent originality and creativity	
<b>Backdrop enhances</b>	<b>0-1</b> Not evident / missing	<b>2</b> Backdrop is present, but does not add to the display	<b>3</b> Backdrop is suitable, and does not detract from the display	<b>4</b> Backdrop looks very good with the display	<b>5</b> Backdrop enhances the display, is an integral part of the display design	
<b>Paperwork</b>						
<b>Store/display description</b>	<b>0-1</b> Incomplete or missing	<b>2</b> Missing important points in the description	<b>3</b> Good – main points covered, but could use more detail	<b>4</b> Very good description; complete	<b>5</b> Excellent - description complete and thorough, uses correct terms	
<b>Explanation of the display theme</b>	<b>0-1</b> Missing or incomplete	<b>2</b> Poorly organized, confusion about theme	<b>3</b> Somewhat good explanation, missing some information	<b>4</b> Very good explanation,	<b>5</b> Excellent - explanation is clear, thorough, and uses correct terms	
<b>Oral Presentation</b>						
<b>Knowledge of Fashion and Display</b>	<b>0-1</b> Information was incorrect or unclear, no knowledge was evident	<b>2</b> Very little knowledge evident	<b>3</b> Presentation shows some knowledge of fashion and display decision making	<b>4</b> Presentation demonstrates good knowledge of fashion and displays good decision-making skills	<b>5</b> Presentation is factual and demonstrates excellent knowledge of fashion and good decision-making skills	
<b>Organization of delivery</b>	<b>0-1</b> Presentation is not done or presented briefly and does not cover components of the project	<b>2-3</b> Somewhat confusing and disorganized	<b>4-6</b> Somewhat organized	<b>7-8</b> Very good presentation; clear and organized	<b>9-10</b> Presentation clear, concise, organized; interesting	
<b>Responses to Evaluators' Questions</b>	<b>0-1</b> Unable to answer some questions	<b>2</b> Responded to all questions but without ease or accuracy	<b>3</b> Responded adequately to all questions	<b>4</b> Gave appropriate responses to evaluators' questions	<b>5</b> Responses to questions were appropriate and given without hesitation	
<b>Evaluators Comments:</b>						
<b>TOTAL</b>						