

# NEVADA PROFICIENCY EVENTS PROGRAM



## FASHION MERCHANDISING DISPLAY

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**Fashion Design**, an individual or team event, recognizes participants who demonstrate competence in display techniques, demonstrate the ability to present a fashion item for sale in an aesthetic manner, and demonstrate an understanding of fashion merchandising concepts.

### EVENT DIVISIONS

**Senior:** grades 10-12

**Occupational:** grades 10-12

### ELIGIBILITY

1. Participation is open to any Nevada state affiliated FCCLA chapter member.
2. The Fashion Merchandising Display project must be developed and completed within a one-year span beginning the day following the previous state conference and ending the day of competition.
3. The Fashion Merchandising Display project must be planned and prepared by the participants' or team's chapter only.

### PROCEDURES & TIME REQUIREMENTS

1. Each participant shall have fifteen (15) minutes to set up their display prior to their competition time.
2. Participants will have up to fifteen (15) minutes to answer judges' questions regarding the planning and arrangement of their display.
  3. Evaluators will have five (5) minutes to review the display, following the 15-minute interview.

4. The total time requirement for this event is 25 minutes.
5. The Fashion Design project must be planned and prepared by the participants only.

### GENERAL INFORMATION

1. Participants may use an area not to exceed 4'W x 4'L x 6'H.
2. No electrical current will be provided.
3. Participant must bring merchandise to be displayed and all needed props. The participant(s), not the State Association, is responsible for the safe keeping of all materials used.
4. Wall space will not be available for propping items. The backdrop may be covered with fabric, paper, etc., ahead of time.
5. A 4" x 6" Identification Card must be submitted.
6. Participants must be dressed appropriately and professionally.

**NEVADA PEP EVENT**  
**FASHION MERCHANDISING DISPLAY**  
**Specifications**



**Garment:**

<i>Attractiveness</i>	Ability to Attract Attention: Theme and idea well executed. Ability to catch consumers interest/reach target market.
<i>Props</i>	Props enhance rather than distract. Unique use of common items.
<i>Design Elements</i>	Demonstrate knowledge of the elements of design (color, line, shape, texture, and space).
<i>Design Principles</i>	Demonstrate knowledge of the principles of design (balance, rhythm, proportion, emphasis, and harmony).
<i>Display</i>	Display is neat, organized, and engaging: Legible, professional signs.
<i>Project Information Card</i>	One (1) 4"x6" project information card containing the following: <ul style="list-style-type: none"> <li>• participants' name</li> <li>• chapter</li> <li>• category (Senior or Occupational)</li> <li>• store type</li> <li>• display type (window/floor/counter)</li> <li>• theme</li> <li>• category of display (personal/home fashions/seasonal)</li> </ul>
<i>Oral Interview</i>	Effectively communicates knowledge of fashion merchandising principles



**NEVADA PEP EVENT**  
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**Skill Area Rubric**



<b>Attractiveness</b> <i>0-20 points</i>	<b>0</b> Does not attract attention	<b>1-4</b> Display attracts minimal attention	<b>5-9</b> Display attracts brief attention	<b>10-13</b> Display attracts moderate attention	<b>14-19</b> Engaging display attracts sustained attention	<b>20</b> Very engaging display, attracts attention & conversation	
<b>Props</b> <i>0-20points</i>	<b>0</b> No Props	<b>1-4</b> Props distract rather than enhance display	<b>5-9</b> Props provide little understanding of the display	<b>10-13</b> Some props enhance display	<b>14-19</b> Most props enhance the display	<b>20</b> All props enhance and are used in a unique way	
<b>Elements of Design</b> <i>0-10 points</i>	<b>0</b> No elements of design used	<b>1-2</b> 1 element of design used	<b>3-4</b> 2 elements of design used	<b>5-6</b> 3 elements of design used	<b>7-9</b> 4 elements of design used	<b>10</b> All 5 elements of design used well	
<b>Principles of Design</b> <i>0-10 points</i>	<b>0</b> No principles of design used	<b>1-2</b> 1 principle of design used	<b>3-4</b> 2 principles of design used	<b>5-6</b> 3 principles of design used	<b>7-9</b> 4 principles of design used	<b>10</b> All 5 principles of design used well	
<b>Display</b> <i>0-20 points</i>	<b>0</b> Display is not neat, organized, engaging, and does not include signs	<b>1-4</b> Display has one of the listed criteria	<b>5-9</b> Display contains two of the listed criteria	<b>10-13</b> Display contains three of the listed criteria	<b>14-19</b> Display contains four of the listed criteria	<b>20</b> Display is neat, organized, and engaging; includes legible, professional signs	
<b>Oral Interview: Effectively communicates knowledge of fashion merchandising principles</b> <i>0-10 points</i>	<b>0</b> Participant does not take part in interview	<b>1-2</b> Interview is brief because participant lacks ability to carry on a conversation or answer questions with detail	<b>3-4</b> Participant answers most questions well but displays signs of self-consciousness or nervousness in non-verbal communication	<b>5-6</b> Participant answers questions and relates to the evaluators well	<b>7-8</b> Participant shows confidence and personality during interview; answers questions well	<b>9-10</b> Participant is confident, poised, personable, relates well to evaluators, answers questions clearly and effectively	
<b>TOTAL POINTS</b>							<b>/90</b>

Name			
Chapter:		Division	
Evaluator Signature:		Date:	

**Comments:**