

NEVADA PROFICIENCY EVENTS PROGRAM



FASHION MERCHANDISING DISPLAY

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. Evaluators will have five (5) minutes to review the display.
3. Participants will have up to fifteen (15) minutes to answer judges' questions through an interview regarding the planning and arrangement of their display.

4. The total time requirement for this event is 35 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"> • participants' name • chapter • category (Senior or Occupational) • store type • display type (window/floor/counter) • theme • category of display (personal/home fashions/seasonal)
<i>Oral Interview</i>	Effectively communicates knowledge of fashion merchandising principles

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FASHION MERCHANDISING DISPLAY

Point Summary Form ♦ Team Event



Division Options: Senior Occupational

DIRECTIONS:

1. Make sure all participant information at the bottom of this form is correct. If a participant does not show up to present, please write “No Show” across the form and return with other forms.
2. Fashion merchandising display must be in the designated area.
3. At the end of competition in the room, double check all scores and participant information to ensure accuracy. Sort results by highest score to lowest score, record results on green final score sheet, and turn in.

ROOM CONSULTANT CHECK

Contest Orientation <i>0 or 5 points</i>	0 Fashion Merchandising Display setup exceeded 15 minutes.		5 Fashion Merchandising Display set up in 15 min or less	
Display Dimensions <i>0 or 2 points</i>	0 Fashion Merchandising Display exceeded 4’W x 4’L x 6’H		2 Fashion Merchandising Display 4’W x 4’L x 6’H or less	
4x6 Project Identification Card <i>0 or 3 points</i>	0 No card submitted	1-2 One or more required pieces of information missing	3 Project Identification Card must contain the following: <ul style="list-style-type: none"> • Participants Names • Chapter • Division • Store type • Display type: window, floor, or counter • Theme • Category of Display: personal, home fashions, or seasonal display 	
Room Consultant Score (10 points possible)				/10
Evaluator Scores	Evaluator 1: _____ Initials: _____ Evaluator 2: _____ Initials: _____ Evaluator 3: _____ Initials: _____ Score Totals _____		Average Evaluator Score (90 points possible)	
FINAL SCORE (Average Evaluator Score plus Room Consultant Score)				/90
FINAL SCORE (Average Evaluator Score plus Room Consultant Score)				/100

Circle Rating Achieved: **Gold:** 90-100 pts.
 Silver: 70-89.9 pts. **VERIFIED:** Room Consultant Initials _____
 Bronze: 1-69.9 pts.

Name:			
Chapter:		Division	
Evaluator Signature:		Date:	

Comments:

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FASHION MERCHANDISING DISPLAY
Skill Area Rubric



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

Name			
Chapter:		Division	
Evaluator Signature:		Date:	

Comments: