2024 PAVE Student Design Competition

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JUDGING CRITERIA & PROJECT EVALUATION

To guide both the student and the judges, the following criteria establish a scoring matrix based on an evaluation of broad categories implicit in the design submission.

Design Concept: Imagination, inspiration, and creativity.	15%
Space Solution: Traffic flow, fixture layout, successful connection of the concept to the store in a cohesive manner that establishes a compelling authentic brand narrative, with an inspiring customer journey and creative use of 2D and 3D elements.	25%
Interior/Architectural Design: Style, appropriateness, colors and materials, fixtures, lighting, and merchandise presentation.	25%
Branding: Logo, colors, style, signage, graphics, and integration of technology.	25%
Quality and **professional presentation** of work.	10%
TOTAL	**100%**