



Top Window Award

***gia* Top Window Award – Judging Criteria**

Listed below each category are some things to consider when judging:

1. Originality and Creativity

- Innovative concept or storytelling
- Use of color, texture, design and composition
- Use of a specific design technique
- Visually engages the consumer, theatricality
- Uses special effects: Specialty lighting, motion, audio, scent, interactive, technology/video, etc. (not required)

2. Merchandise Presentation

- Merchandising is well organized
- Attention to merchandise placement, highlighting products
- Innovative approach to merchandising (category mix, use of repetition, scale, etc.)
- Integration of props and decoratives complementing product selection and theme

3. Professionalism: Execution and Technical Aspects

A. Lighting

- Well-lit with high spots, emphasis where appropriate, no dead spots or hot spots
- Use of color, special filters, special effects
- Achieves dramatic effect suitable to theme

B. Process

- Attention to details
- Assembly is neat and clean
- If technology is used, it is functional and contributes to theme

C. Signing/Copy

- Integration of branding or graphic elements (i.e. cut vinyl on glass)
- Merchandise in window identified (if appropriate)
- Signage is well placed in window, easy to read, informative, enhances the window from an aesthetic point of view