



2017 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, merchandise exposure, adjacencies, form, and organization	25%
Interior/Architectural Design: Style, appropriateness, colors and materials, fixtures, use of technology, lighting, and merchandise presentation.	25%
Branding: Logo color, style, signage, graphics, and integration of technology	25%
Quality and professional presentation of work	10%
TOTAL	100