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| Submitted By: Julia Wicklund |
| Strategy Name: Art, Business and Tech Ed Cross-Curricular Visual Merchandising Project |
| Purpose/Objectives: Create a window display using PVC, Photoshop and the industrial oversized printer to create a visual display for a Marketing - Fashion Window Display. |
| Materials Needed: Photoshop (Art), PVC (Tech Ed), Digital Camera for Visual Images (Marketing – Fashion), Ink and Paper for Industrial Printer |
| Process: Marketing students will organize a photoshoot with the objective of creating photos for a display window in a store. Prior to the photoshoot the Marketing students will research the Fabric Images website to get ideas for their display. After the photoshoot, the Marketing and Art students will collaborate and turn those photos into 5 foot printouts using Photoshop and the industrial printer. Marketing students will then collaborate with the Construction students to create a PVC structure to adhere the displays to. Upon completion the students involved will attend a fieldtrip to Fabric Images in Elgin, IL to see their professional display process.  |
| Additional Notes or Comments: |