

Tania's E-Portfolio

Tania McDonald

BUF 2203 Visual Merchandising

Dr. Robert L. Woods

12-01-20

Table of Contents

About the Author.....	Page 3
Exterior Displays.....	Page 4-7
Interior Displays.....	Page 8-11
Job Listing.....	Page 12-13
Cover letter & Resume.....	Page 14-15



Standing out from everyone else in the room is me, Tania McDonald. From my spiked paint splattered platforms to my upbeat neon orange bomber jacket, often making a bold fashion statement while admiring the statements of others. My open mind and creative content always steers me into doing spontaneous activities, (which explains my amazing new haircut). When most view me, they often say that I am “fearless, strong-minded, & smart”, I would say that I am a goal-oriented, driven young African American woman from the concrete jungles of NYC. My struggles and wins have made me the person that I am today. Tania McDonald, fashion major and upcoming icon.

Exterior displays

Traditional outside window



<https://www.agefotostock.com/age/en/Stock-Images/Rights-Managed/G14-2728498>

Florida, Naples, Coastland Center Shopping Mall

The front of the store is filled with the color red and that is a good selling power. The color red is what could make the store stand out. The lighting of the store is bright and looks like a yellow tone. The logo by itself is also a great attention getting device because of the bold print and bright light on the outer points.

Small fashion specialty store



<https://trendecors.com/2020/08/29/small-clothing-store-exterior-design/>

New Zealand

This small fashion specialty store is based in New Zealand and the color sequence is beautiful.

The brick wall and the white undertone gives the store a winter feel. The lighting is white with a yellow tone. The simple black “Ruby” in the front of the store is perfect because the design of the store speaks for itself.

Display from electronic store



<https://www.apple.com/retail/upperwestside/>

181 Broadway, New York, NY 10023

The architectural design of this apple store is unique. I think that the shape of the building is the perfect attention seeking device. The see through glass and the big bright apple logo in the middle of the building seems like a modern feel. The building also reminds me of a futuristic time. The glass building was also creative because it makes you want to go inside but, on the other hand I see everything that the store has to offer.

Gift shop



<https://www.shutterstock.com/image-photo/london-england-june-28th-2018-cologne-1122728297>

88 Marylebone High St, London

The theme for this gift shop is filled with vibrant colors and a girly feel. The turquoise all over and the gold writing reminds me of a vintage time period. The storefront is filled with natural lighting and the pastel colors create the perfect sequence. The different levels on the shelf is good for drawing the consumers attention from the outside.

Interior displays

Fashion display with mannequin



<https://www.gettyimages.co.uk/detail/news-photo/atmosphere-at-victorias-secret-pink-kings-plaza-mall-at-news-photo/145603412>

5100 Kings Plaza, Brooklyn, NY 11234

The inside of the store is filled with pink and white. The polka dotted walls are the best attention seeking device for PINK because everytime people see that print they know what store it is. The mannequins don't have a head because the main focus of this store is on the clothing. The lighting on the inside of the store is a bright white and makes all of the bright pieces stand out.

Fashion display without mannequin



<https://www.timessquarenyc.org/locations/old-navy>

1514 Broadway, New York, NY 10036

The patterned wall is the main attraction in the gap store. The neatness of the folded clothes and everything next to each other in order. The different shirts next to each other seem to somewhat represent the color wheel. The colors of the clothing is reminding me of a fall/ winter collection.

End of aisle supermarket display



<https://bklyner.com/grand-opening-see-new-fairway-market-georgetown/>

2149 Ralph Avenue Georgetown Shopping Center, NY 11234

The end of the aisle in Fairway is filled with essential products such as chips, pasta and tuna. The end of the aisle is mostly the things that you need in the house. Most supermarkets also place sodas and juice there as well. The lighting in the grocery store is bright and white and you could see all of the products.

Impulse display



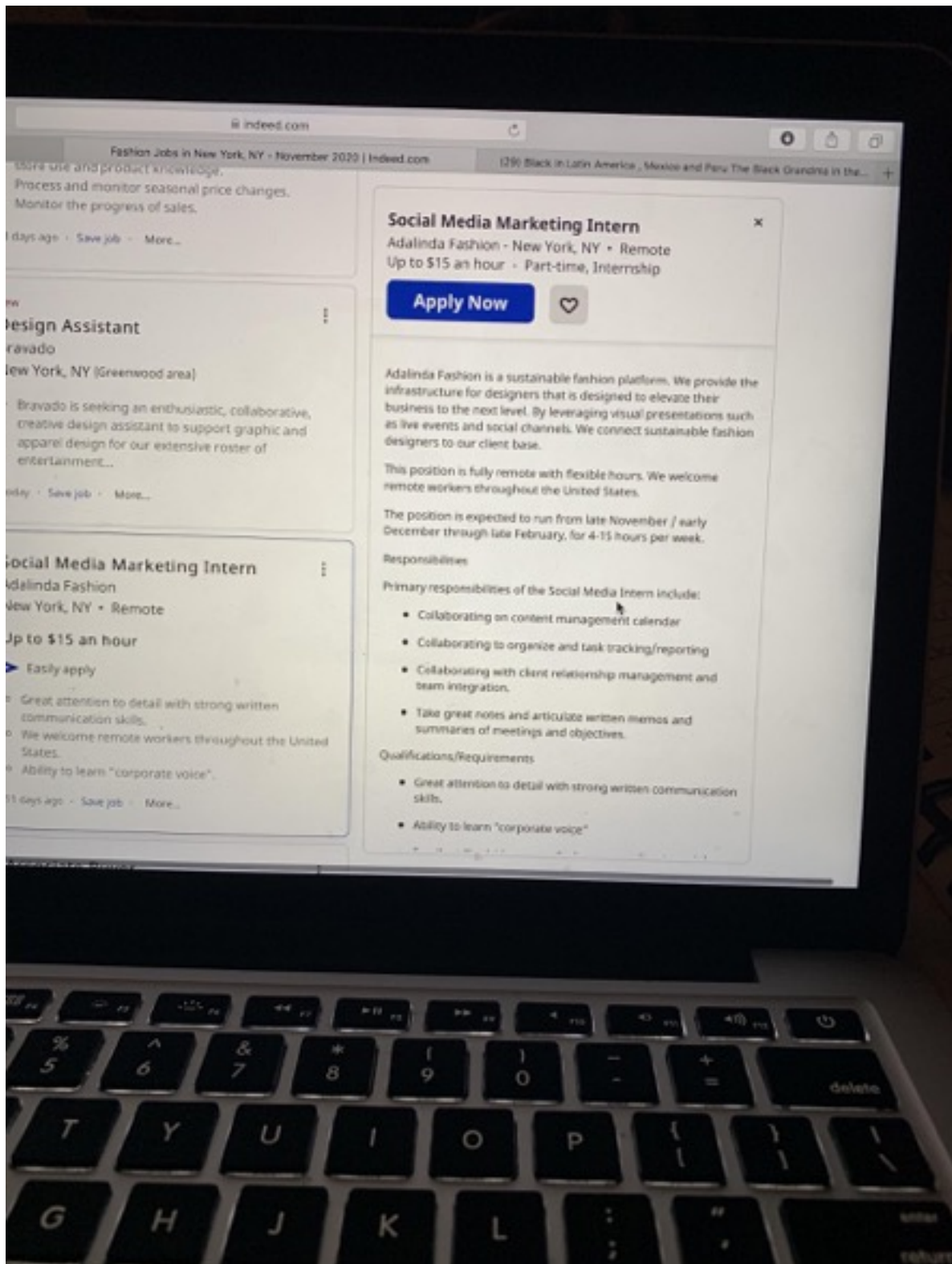
<https://www.thetimes.co.uk/article/pure-sephoria-the-cult-beauty-store-xxjwwjng7>

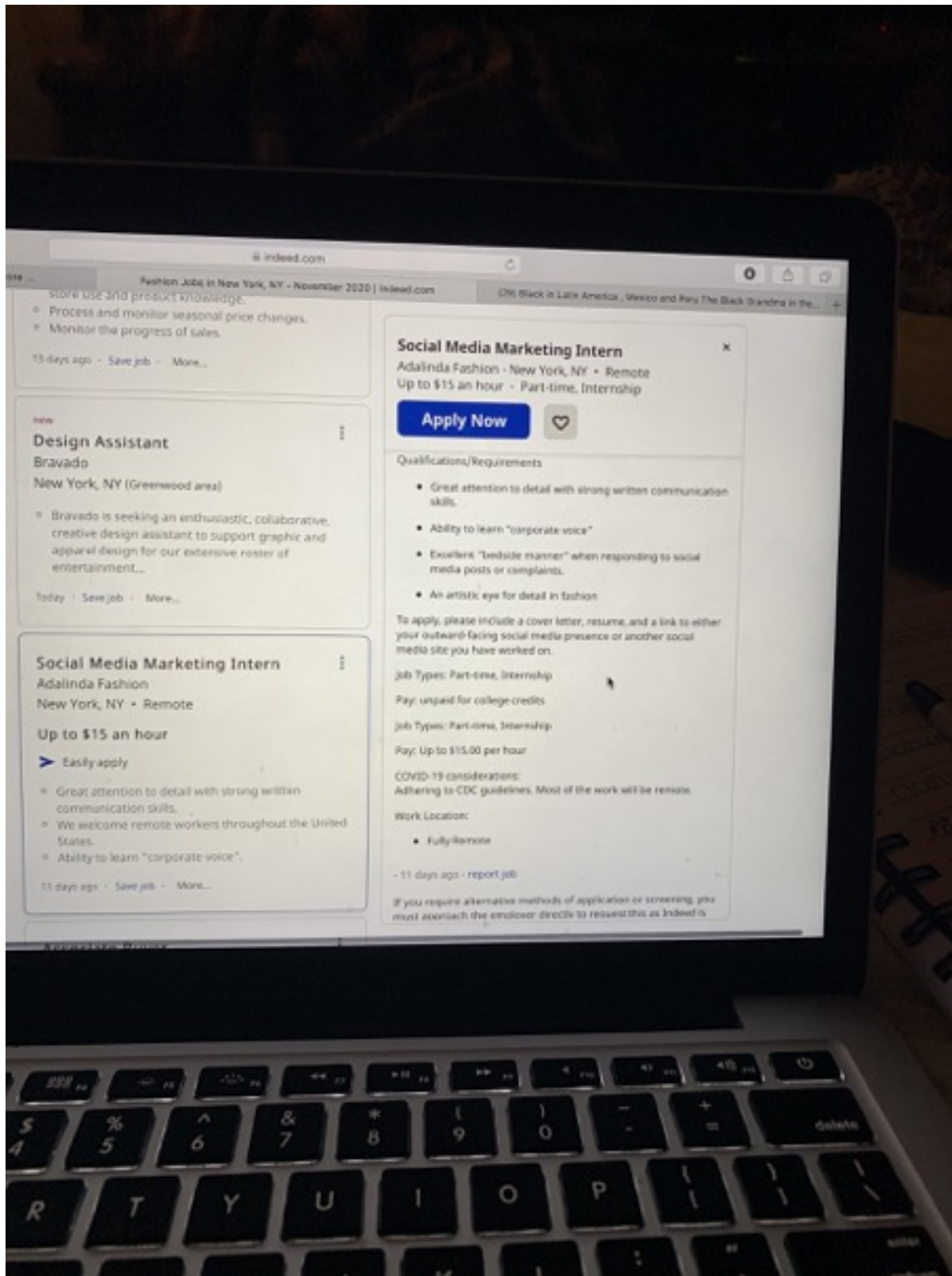
Mall of the Emirates, Dubai

The lighting of this Sephora store is bright and vibrant. The black and white light makes all of the makeup products stand out. The makeup products are in small containers and the lights under them make everything stand out. As a consumer the mini products make you want to buy it.

Everything is organized and seems to be in color sequence. The big screen behind the registers is the perfect attention seeking device because that is the best area to place ads because the consumers could see it and want to place an impulse buy.

Job Listing





Tania McDonald

Brooklyn, NY
(123) 456-7890
taniamcdonald46@gmail.com

Experience

July 2017 - August 2017

Kreative Totz Daycare, Brooklyn - *Activity Coordinator*

- Supervision of small children and babies.
- Creating strong, fun lesson plans for young children.
- Organising parent-child desk files.

July 2018 - August 2018

Stargazers Summer Camp, Brooklyn - *Camp Counselor*

- Creating activities that everyone can partake in.
- Supervision of camp participants.

June 2019- Current

Burlington Department Store, Manhattan - *Cashier/ Associate*

- Working coherently with co-workers to ensure good service.
- Comfortability working in a fast paced environment.
- Quick at picking up new skills.

Education

June 2019-

New York City College of Technology, Brooklyn - *Current*

- Majoring in Business and Technology of Fashion

Skills

- Punctual
- Management skills
- Beginner in PowerPoint and research

Objective

To be employed by an organization that will use my education and experience to further the goals of their establishment.

