

PROJECT #28

Create and Design a Retail Store Floor Plan

**OBJECTIVE:**

To create a floor plan for a retail store

**PROJECT OVERVIEW:**

Floor plans are an essential part of every business, especially in the retail industry. A floor plan allows retail owners to plan the physical location of walls, shelves, tables, equipment, and other store fixtures. In this project, you will create a floor plan for your own "dream" retail business. In this project, assume that you are the owner of a new retail establishment. Your task is to use your desktop publishing software to create a floor plan, which will be used as a blueprint to design the interior of your store.

**GET TO KNOW WHAT YOU'RE DESIGNING:**

Floor plans are blueprints that serve as a guide when constructing a physical establishment. Floor plans are used for designing offices, living rooms, banks, and just about any establishment requiring fixtures and equipment. Retail store owners use floor plans to assist them in creating a pleasant atmosphere for their customers. Without a floor plan, the layout of a store could end up looking sloppy, projecting an unprofessional image to the customer. To create a floor plan, designers use a variety of shapes and symbols to represent the variety of fixtures that will be included in the structure. In this project, you will be using a series of desktop publishing software tools to create a floor plan for your own retail store.

**STRATEGIES AND DESIGN TIPS TO FOLLOW:**

1. Determine what type of retail store you would someday like to own and operate. Some possible types to consider include sporting goods, convenience, clothing, or department stores.
2. Think of a creative name for your new store.
3. Create a list of all of the fixtures that would be housed in the interior of your store. For instance, if you have chosen a clothing store, you would need clothing racks, counters, wall shelving, dressing rooms, and so on. Try to be as detailed as possible when creating this list.
4. Consider where each fixture would be best located in your store. You'll want to create a floor plan that allows customers to move about your store easily.
5. When designing the floor plan, you will be using ovals, rectangles, squares, circles, and other elements to represent the different fixtures and components of your store. Try to keep these elements in proportion with their actual size. For example, if you are using a rectangle to represent a table, the rectangle should appear larger on your floor plan than a circle that represents a chair.
6. To accent or highlight key areas on your floor plan, consider filling these areas with grey shading.
7. Carefully read through all parts included in this project. Before beginning any work on your computer, use a blank sheet of paper to sketch the layout and design of the document you will be creating.

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INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.
2. Save the file as "**Floor Plan**" to the "Publish It!" folder.
3. Set up your document using the "Page Setup Instructions" provided on the next page.
4. Complete the "Content and Design Steps to Follow" provided below.
5. Proofread your work carefully for accuracy, design, and format.
6. Resave the file.
7. Print a copy of the document.



CONTENT AND DESIGN STEPS TO FOLLOW:

1. Decide what type of retail store to design a floor plan for.
Note: Obtain instructor approval before continuing.
2. Be sure that you have sketched your floor plan design on paper first.
3. Include the following on your floor plan:
 - Place a title at the top of the page that includes your store's name and the words "Floor Plan"
 - Using various shapes and elements to represent each fixture and component included in your store, create your floor plan (Use your hand-sketched design as a guide and refer to Diagram 28-1 provided on page 112 for examples of shapes to consider using in your own design)
 - Clearly label each shape and/or element using separate text boxes
 - Be sure that your floor plan includes an entrance and exit area
4. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.
5. Go to Step 5 in the "Instructions" provided above.

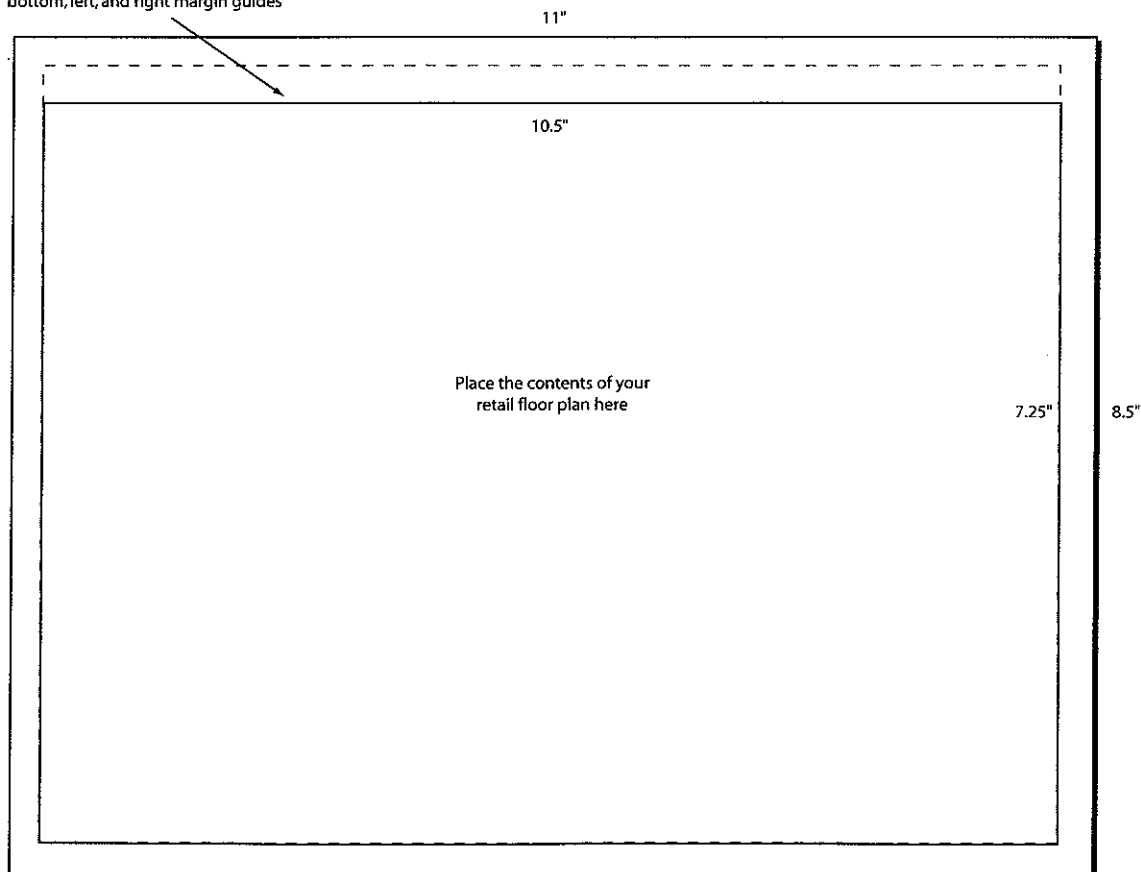
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PAGE SETUP INSTRUCTIONS:

- # of pages:** 1
- Dimensions:** 11 x 8.5 inches
- Margins:** .25 inches on all sides
- Orientation:** Landscape
- Other:**
1. Using the rectangle tool, draw a rectangle measuring 10.5 inches wide by 7.25 inches tall, giving it a 1 pt. border. Align this rectangle with the bottom, left, and right margin guides on your page, as shown in the illustration provided below. The contents of your floor plan should be placed within this border.
 2. Each fixture and component of your floor plan should be represented by various shapes (lines, rectangles, ovals, triangles, etc.) drawn using the tools available in your desktop publishing software. Each shape should be given a .5 pt. border. Sample shapes and the fixtures and components each represent are provided in Diagram 28-1 on page 112.
 3. Use text boxes to label each fixture and component.

1 pt. border aligned with
bottom, left, and right margin guides



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Diagram 28-1: Samples of various shapes and the store fixtures/components each represent to consider using in your retail store floor plan.

