

## Introductory Retail Display Platform

- **Design Objective:** Your goal is to create a simple display platform in SketchUp. This exercise will introduce you to the software and the 3D environment. You will learn how to navigate in this virtual space, and how to create three-dimensional objects, as well as how to pull in other existing 3D objects.
- **Design Brief:** You will create a small display platform which will include the following elements:
  - A floor (the foundation) and two walls will make up the basic architecture of the platform.
  - Add materials and finishes to the walls and floor. This might include paint color, wallpaper, along with flooring options like wood or tile.
  - You will add basic furnishings to the space: a large rug, a table, and shelving units.
  - Next you will “dress” the space with product (folded and hanging garments), creative elements (sculpture, wall art, mirrors, plants, etc.), and then add finishing touches (plants, lighting, accent chairs, etc.).

**Competencies:** 1) task management and completion, 2) creative problem solving, 3) spatial visualization