

PROJECT ARTIFACT

Ava Lebid

BUSINESS CASE STUDIES: RETAIL

Real-World Management Practices for the Next Generation of Business Leaders



by Shelley E. Kohan; Sarah Portway; Calvin Williamson; and Ajoy Sarkar

THE BEGINNING

To start, Professor Kohan gave me examples of background images, I chose a couple that she gave me and found some others that were similar.



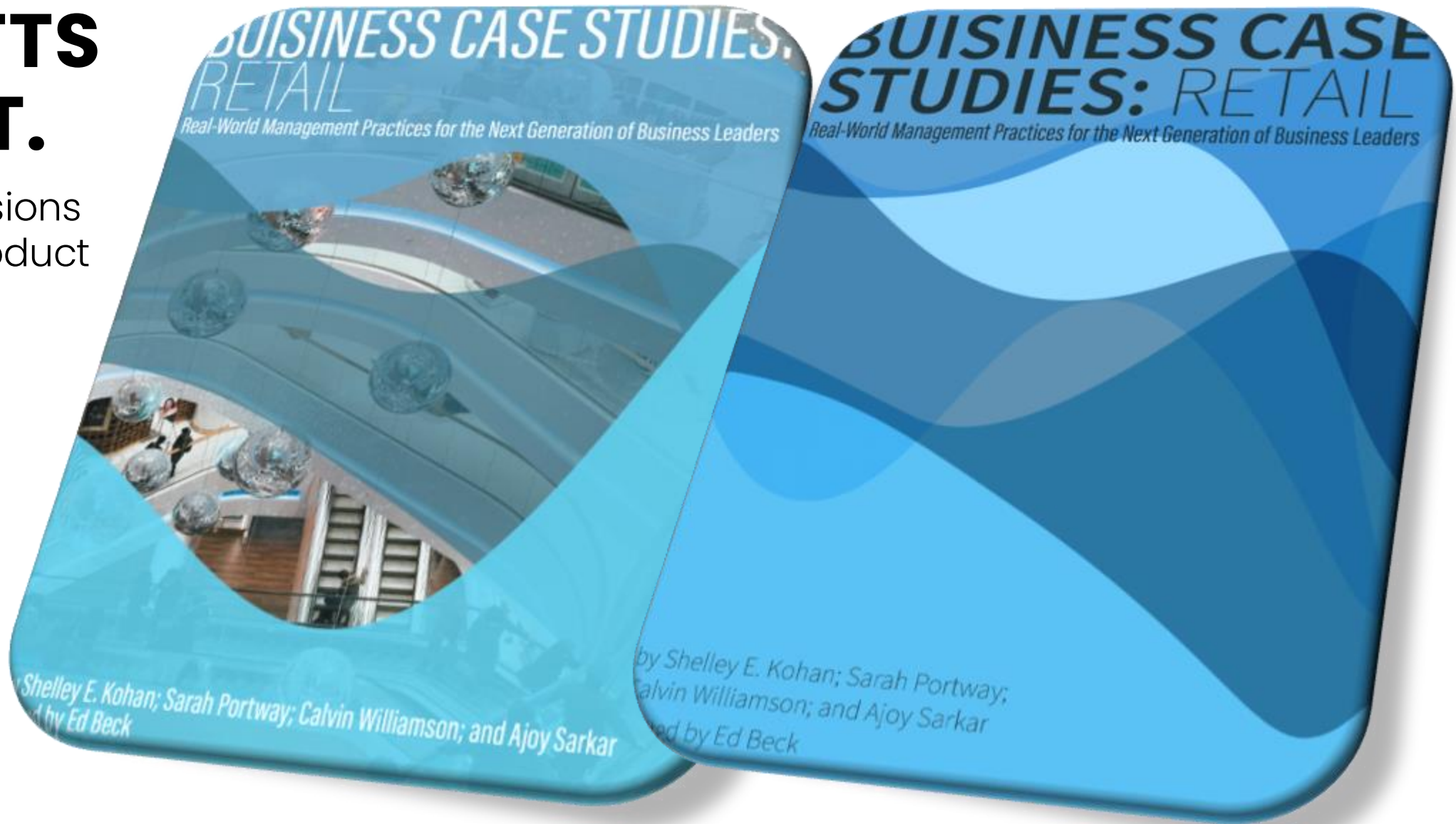
DRAFTS

To start, I created a few baseline drafts, varying in design, to send to Professor Kohan and get her feedback on which design she liked best.



DRAFTS CONT.

Earlier versions
of final product



FINAL PRODUCT

This the final product, after experimenting with different variations, this is what we decided on.

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