



# Snap Shop: Creating a Database of Visual Marketing

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## Background:

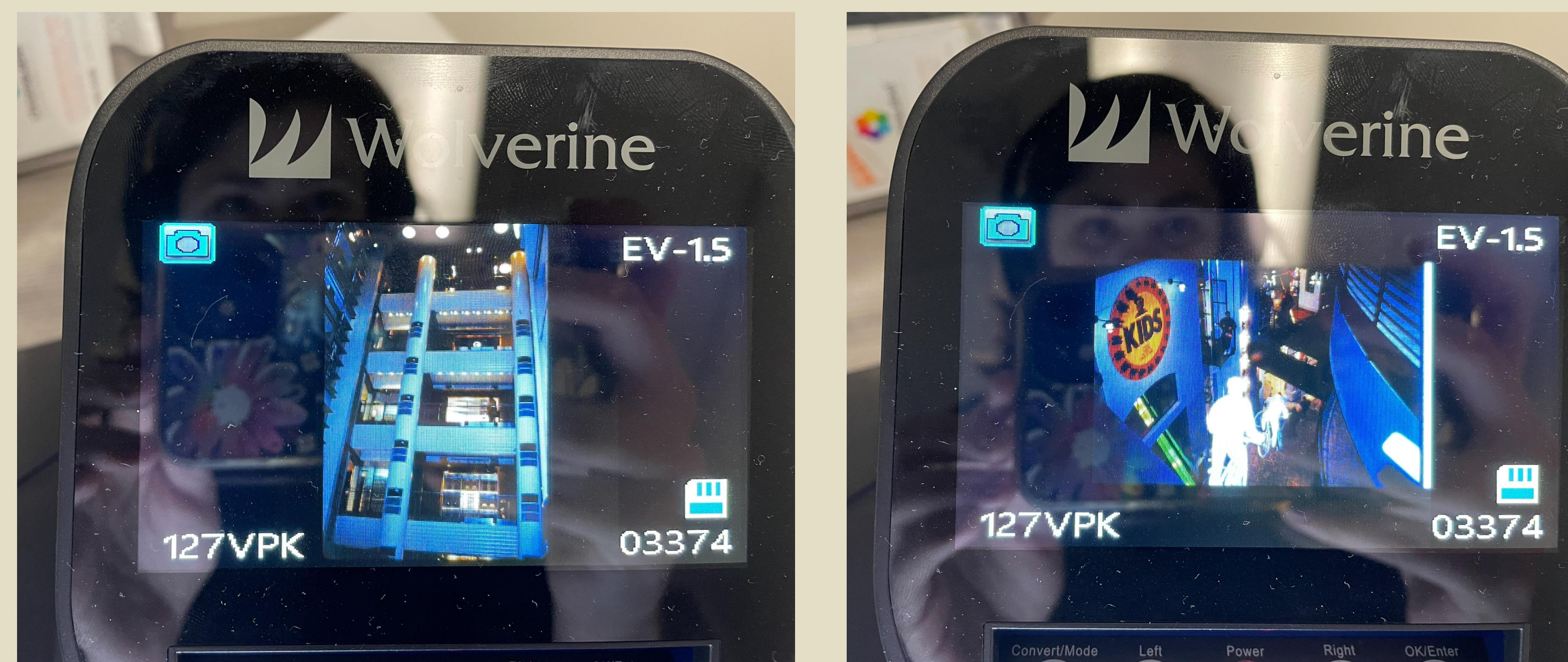
Over the past two years, Florida State University professor Christie Hand and her UROOP mentees have been working to scan and upload thousands of donated images into a FSU Create database of visual marketing. The images donated include storefronts, interior displays, merchandise areas, and window displays.



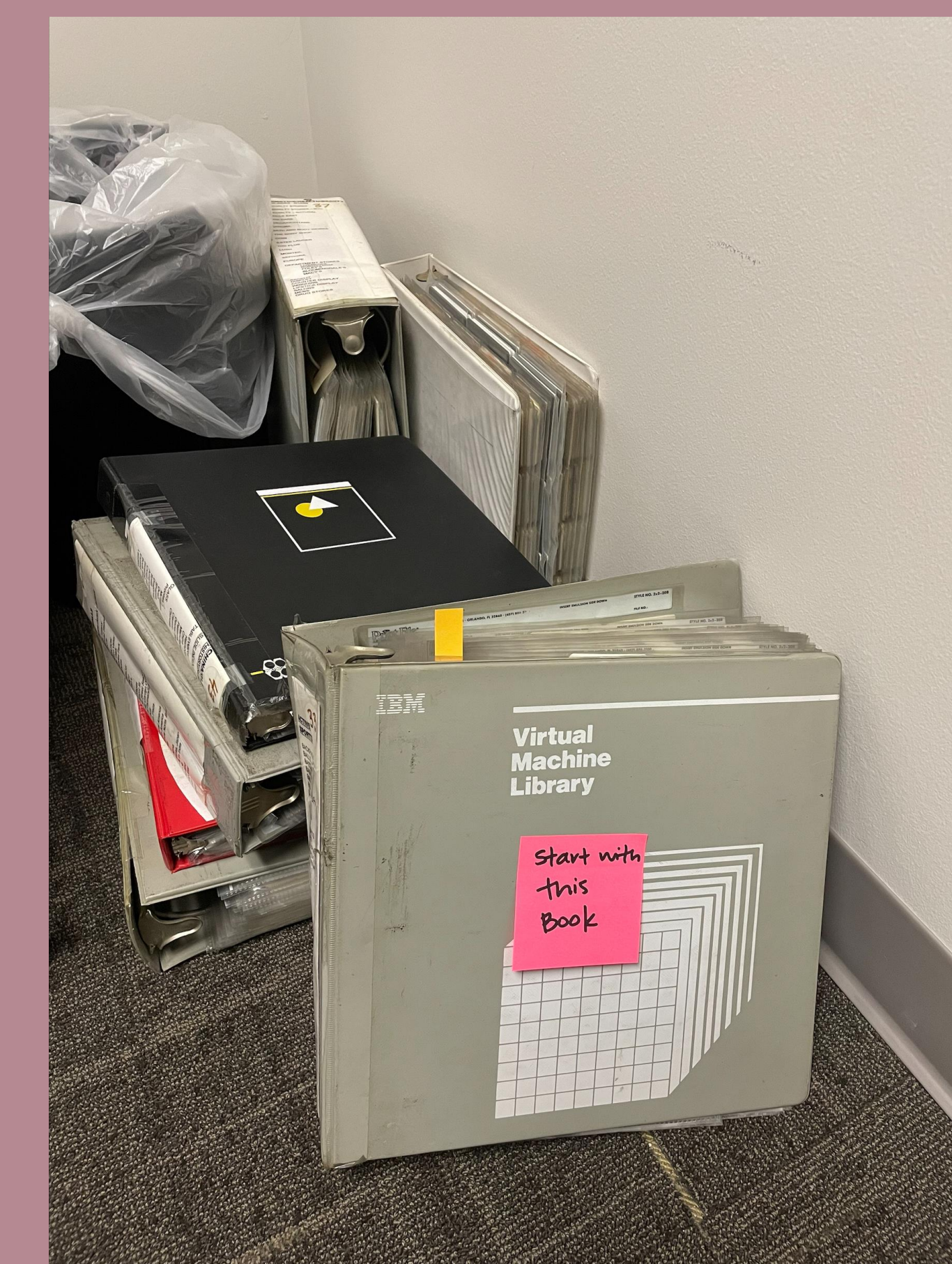
## Results:

- Over 700 images scanned!
- One binder (sports/athletic stores) completed!

## Example Results:



## References:



## Conclusion:

- This work is still ongoing
- Once the database is completed, it can be used as a tool for future research

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