** (455) User Experience Design Team using Adobe XD® (S)-Pilot**

#### Judge Number Team ID

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| --- | --- | --- |
| Team Violated the Copyright and/or Fair Use Guidelines | Yes (*Disqualification*) | No |
| If yes, please stop scoring and provide a brief reason for the *disqualification* below: | | |

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| --- | --- | --- | --- | --- | --- |
| **Items to Evaluate** | **Below Average** | **Average** | **Good** | **Excellent** | **Points Awarded** |
| Team submitted the correct information and in the correct format.   * Signed [Release Form](http://www.bpa.org/sdownload/2019-20_Release_Form.pdf)(s), Works Cited, URLs to the three (3) Adobe XD® projects in one (1) combined PDF   ***All points or none are awarded by the technical judge.*** | | | | 10 |  |
| **Content**  Aligns to topic, depth of research | 1-15 | 16-25 | 26-35 | 36-50 |  |
| * **Technique** * Aesthetic use of colors and fonts, Consistent Format, Visually Organized | 1-5 | 6-10 | 11-15 | 16-20 |  |
| * **Creativity/Originality** | 1-5 | 6-10 | 11-15 | 16-20 |  |
| **Influence**  Influences audience, gains attention, and has eye appeal | 1-5 | 6-10 | 11-15 | 16-20 |  |
| **Innovative Technology**  Variety of form factors are represented (desktop, mobile app) to demonstrate cross-platform branding | 1-5 | 6-10 | 11-15 | 16-20 |  |
| **Grammar**  Spelling, Punctuation, and Usage | 0  (3+ errors) | 5  (2 errors) | 10  (1 error) | 20  (0 errors) |  |
| Considerations of user flow for an intuitive and enjoyable user experience | 1-5 | 6-10 | 11-15 | 16-20 |  |
| **TECHNICAL SCORE (180 points maximum)** | | | | |  |