



(410) Graphic Design Promotion

Judge Number _____

Member ID _____

Technical Scoring Rubric

Member Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Member followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> Signed Released Form(s) Phone Skin - PDF, JPG or PNG Format Computer Skin - PDF, JPG or PNG Format Sticker - PDF, JPG or PNG Format Works Cited formatted according to the BPA Style & Reference Guide <i>All points or none are awarded by the Technical Judge.</i>				20	
Design demonstrates awareness of target audience	1-5	6-10	11-15	16-20	
Member-generated products show imagination, creativity, and originality	1-5	6-10	11-15	16-20	
Design gains attention and has eye appeal	1-5	6-10	11-15	16-20	
All products complement each other but are different.	1-5	6-10	11-15	16-20	
Center of interest apparent in all three products	1-5	6-10	11-15	16-20	
Composition of all three designs have balance, unity, and harmony	1-5	6-10	11-15	16-20	
Aesthetic use of colors and fonts.	1-5	6-10	11-15	16-20	
Utilizes whitespace appropriately (uses negative and positive space)	1-5	6-10	11-15	16-20	
Placement of design elements, rule of thirds, and emphasis of design.	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (200 points maximum)					