



## (410) Graphic Design Promotion

CONTESTANT NUMBER \_\_\_\_\_

### RATING SHEET – COMPLETE ONE PER CONTESTANT

#### PRESENTATION SCORE

Judge 1 (190 points) \_\_\_\_\_

Judge 2 (190 points) \_\_\_\_\_

Judge 3 (190 points) \_\_\_\_\_

Total Judges' Points \_\_\_\_\_

Divided by # of Judges \_\_\_\_\_

**AVERAGE PRESENTATION SCORE** \_\_\_\_\_(190 maximum)

#### TECHNICAL SCORE

Judge 1 (160 points) \_\_\_\_\_

Judge 2 (160 points) \_\_\_\_\_

Judge 3 (160 points) \_\_\_\_\_

Total Judges' Points \_\_\_\_\_

Divided by # of Judges \_\_\_\_\_

**AVERAGE TECHNICAL SCORE** \_\_\_\_\_(160 maximum)

**TOTAL SCORE** \_\_\_\_\_(350 maximum)

**RANK**

## (410) Graphic Design Promotion

Judge Number \_\_\_\_\_

Member ID \_\_\_\_\_

### Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Presentation</b>					
Ability to explain the development and design process for designing brand logo and packaging for Champion Dog Food.	1-5	6-10	11-15	16-20	
Explain the symbolism and relevance of the logo design to the brand and its target audience.	1-5	6-10	11-15	16-20	
Justify the color choices and how they effectively represent the brand identity.	1-5	6-10	11-15	16-20	
Student explains how the packaging design aligns with the overall brand image and effectively attracts the target market.	1-5	6-10	11-15	16-20	
Explanation of technology & software used	1-5	6-10	11-15	16-20	
Engage the audience by using clear and concise language. Demonstrate professionalism, confidence, and enthusiasm while presenting.	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
<b>All points or none are awarded per item below.</b>					
Set-up/wrap-up lasted no longer than three (3) minutes				5	
Presentation lasted at least no longer than six (6) minutes				5	
Documentation submitted at time of check-in: Logo (1 copy), Dog Food Packaging (1 copy), Wet Can Food Packaging (1 copy), Works Cited (1 copy) <b><i>Members must have copies for both preliminaries and finals</i></b>				10	
Appropriate use of grammar, spelling, and punctuation				10	
<b>TOTAL PRESENTATION POINTS (190 points maximum)</b>					

*props and/or additional items shall not be used as a basis for scoring.*

**TOTAL MAXIMUM POINTS = 350**

**PRESENTATION WILL BE STOPPED AT SIX (6) MINUTES**

Property of Business Professionals of America  
May be reproduced only for use in the Business Professionals of America  
*Workplace Skills Assessment Program* competition.