



## (410) Graphic Design Promotion

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

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

### Technical Scoring Rubric

Member Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<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 (Disqualification)

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Member submitted the correct information and in the correct format.</b> <ul style="list-style-type: none"> <li><a href="#">Signed Released Form(s)</a></li> <li>Logo - PDF, JPG or PNG Format</li> <li>Dry Dog Food Package - PDF, JPG or PNG Format</li> <li>Wet Dog Food Package - PDF, JPG or PNG Format</li> <li>Works Cited formatted according to the BPA Style &amp; Reference Manual</li> </ul> <p style="text-align: center;"><i>All points or none are awarded by the Technical Judge</i></p>					20
<b>Production Layout</b>					
<b>LOGO</b> <b><i>Creativity and Originality:</i></b> Logo is creative, original, and visually appealing. It effectively represents the dog food brand. <b><i>Conceptualization:</i></b> Logo concept aligns with the brand identity and effectively communicates the message. <b><i>Versatility:</i></b> Logo can be easily resized and reproduced across various mediums without losing quality. <b><i>Color Palette:</i></b> The color palette is harmonious, visually pleasing, and suits the overall design	1–5	6–10	11–15	16–20	
<b>DRY DOG FOOD (25# BAG)</b> <b><i>Creativity:</i></b> The design showcases originality and creativity in presenting the product. <b><i>Visual Appeal:</i></b> The overall design & color scheme, teamed with the logo create an attractive and cohesive packaging concept. <b><i>Front &amp; Back of the Dog Food Bag Design:</i></b> Effectively grabs attention and conveys the brand's message while incorporating the mission of the dog food company. <b><i>Product Information and Ingredient List:</i></b> The	1–5	6–10	11–15	16–20	

placement and organization of all necessary information is clear and well-structured and the ingredient list is easy to read and understand, providing transparency to consumers.					
<b>WET DOG FOOD CAN (13 oz.)</b> <b>Creativity:</b> The overall design showcases originality and creativity in presenting the product. <b>Visual Appeal:</b> The label is visually appealing and captures the attention of consumers. <b>The Dog Food Can Label Design:</b> Effectively grabs attention and conveys the brand's message while incorporating the mission of the dog food company. <b>Product Information &amp; Ingredient List:</b> The ingredient list, weight, and other details are clearly on label and it wraps around the can.	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	
Placement of design elements, rule of thirds, and emphasis of design.	1–5	6–10	11–15	16–20	
<b>TECHNICAL POINTS (160 points maximum)</b>					