

(410) Graphic Design Promotion

Judge Number _____

Member ID _____

Technical Scoring Rubric

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Member followed topic	<input type="checkbox"/> Y <input type="checkbox"/> N
Member followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <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">Works Cited formatted according to the <i>BPA Style & Reference Manual</i>, in a single combined PDF file.Prints of logo including the taglineWrap around for 16 oz. can designFridge pack for 4 energy drinksMockup of the Point of purchase display/shelf standSigned Release Form(s) All points or none are awarded by the Technical Judge					
Production Layout					
LOGO <ul style="list-style-type: none">Creativity and Originality: Logo is creative, original, and visually appealing.Conceptualization: Logo concept aligns with the brand identity and effectively communicates the message.Versatility: Logo can be easily resized and reproduced across various mediums without losing quality.Color Palette: The color palette is harmonious, visually pleasing, and suits the overall design	1–5	6–10	11–15	16–20	
WRAP AROUND DRINK DESIGN (16 oz. can) <ul style="list-style-type: none">Creativity: The design showcases originality and creativity in presenting the product.Visual Appeal: The overall design & color scheme, teamed with the logo creates an attractive and cohesive packaging concept.Wrap Around Design: Effectively grabs attention and conveys the brand's message.Product Information: The ingredient list, weight, and other details are clearly on the label, and it wraps around the can.	1–5	6–10	11–15	16–20	

FRIDGE PACK FOR 4 ENERGY DRINKS (16 oz.) <ul style="list-style-type: none"> • Creativity: The overall design showcases originality and creativity in presenting the product. • Visual Appeal: The label is visually appealing and captures the attention of consumers. • Design: The design effectively grabs attention and conveys the brand's message. • Product Information: The ingredient list, weight, and other details are clearly on the fridge pack 	1–5	6–10	11–15	16–20	
POINT OF PURCHASE DISPLAY/SHELF STAND <ul style="list-style-type: none"> • Creativity: The overall design showcases originality and creativity in presenting the product. • Visual Appeal: The label is visually appealing and captures the attention of consumers. • Design: The design effectively grabs attention and conveys the brand's message. • Product Information: The ingredient list, weight, and other details are clearly on the purchase display/shelf stand 	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	
TECHNICAL POINTS (180 points maximum)					



JUDGE'S COMMENTS

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Member ID/Team Number _____

Judge Number _____

COMMENTS: (to be viewed by contestant)

(Judges: please provide positive feedback and areas of improvement in a constructive manner regarding your analysis of his/her competition.)

AREAS FOR IMPROVEMENT:

REASON FOR DISQUALIFICATION: *(if applicable)*