



## 410 GRAPHIC DESIGN PROMOTION

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

### RATING SHEET – COMPLETE ONE PER CONTESTANT

#### PRESENTATION SCORE

Judge 1 (180 points) \_\_\_\_\_

Judge 2 (180 points) \_\_\_\_\_

Judge 3 (180 points) \_\_\_\_\_

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

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

**AVERAGE PRESENTATION SCORE** \_\_\_\_\_ (180 maximum)

#### TECHNICAL SCORE

Judge 1 (180 points) \_\_\_\_\_

Judge 2 (180 points) \_\_\_\_\_

Judge 3 (180 points) \_\_\_\_\_

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

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

**AVERAGE TECHNICAL SCORE** \_\_\_\_\_ (180 maximum)

**TOTAL SCORE** \_\_\_\_\_ (360 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>   |               |         |       |           |                |
| Delivery <ul style="list-style-type: none"><li>• Demonstrates excellent verbal and non-verbal communication skills while maintaining enthusiasm and engagement with the audience.</li><li>• Presents the information in a highly structured and organized manner that is easy to follow.</li><li>• Demonstrates a clear understanding of the topic and presents relevant, accurate information.</li></ul> | 1-5           | 6-10    | 11-15 | 16-20     |                |
| Ability to explain the development and design process for designing brand logo and packaging for ChargedUp.   | 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         |                |
| Appropriate use of grammar, spelling, and punctuation   |               |         |       | 10        |                |
| <b>TOTAL PRESENTATION POINTS (180 points maximum)</b>   |               |         |       |           |                |

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

**TOTAL MAXIMUM POINTS = 360**

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



## JUDGE'S COMMENTS

### (410) Graphic Design Promotion

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)*