

(410) Graphic Design Promotion

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Contestant followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Contestant followed the Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
The following items have been saved as PDFs and bundled together in a single ZIP file. 1. 60th Anniversary Logo 2. Windbreaker for the 60th Anniversary (front & back design) 3. Stress Ball (unique design & shape) 4. Works Cited 5. BPA Release Form				/10
Evaluation Criteria	Below Expectations 1-6 points	Meets Expectations 7-14 points	Above Expectations 14-20 points	Points Awarded
Logo	Basic, unoriginal approach.	Shows creative thought and effective presentation.	Distinctive, imaginative design that stands out.	/20
Creativity & Originality				
Visual Appeal	Disorganized or visually weak.	Cohesive and attractive design.	Visually striking and strongly aligned with brand identity.	/20
Functionality & Versatility	Design doesn't scale or fit across formats.	Design scales across multiple formats with minimal scaling or pixelation.	Design seamlessly scales and maintains quality in all formats.	/20
Windbreaker	Basic, unoriginal approach.	Shows creative thought and effective presentation.	Distinctive, imaginative design that stands out.	/20
Creativity & Originality				
Visual Appeal	Disorganized or visually weak.	Cohesive and attractive design.	Visually striking and strongly aligned with brand identity.	/20
Functionality & Versatility	Design doesn't scale or fit across formats.	Design scales across multiple formats with minimal scaling or pixelation.	Design seamlessly scales and maintains quality in all formats.	/20
Stress Ball	Basic, unoriginal approach.	Shows creative thought and effective presentation.	Distinctive, imaginative design that stands out.	/20
Creativity & Originality				
Visual Appeal	Disorganized or visually weak.	Cohesive and attractive design.	Visually striking and strongly aligned with brand identity.	/20
Functionality & Versatility	Design doesn't scale or fit across formats.	Design scales across multiple formats with minimal scaling or pixelation.	Design seamlessly scales and maintains quality in all formats.	/20
Complementary Designs	Products lack cohesion or are too similar; minimal differentiation.	Products show some variation and complement each other with minor inconsistencies.	Products are clearly distinct yet cohesive; each adds unique value to the whole.	/20

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Technical Scoring Rubric (Con't)

Evaluation Criteria	Below Expectations 0-10 points	Meets Expectations 11-20 points	Above Expectations 21-30 points	Points Awarded
Design Elements/Focal Point	Center of interest is unclear or missing in most products.	Center of interest is present in most products but may lack emphasis.	Center of interest is clearly defined and effectively emphasized in all products.	/30
Balance, Unity, And Harmony	Designs lack visual balance or unity; elements feel disconnected.	Designs show some balance and unity with minor inconsistencies.	Designs are visually balanced, unified, and harmonious throughout.	/30
Design Layout	Design elements are poorly placed; little use of rule of thirds or emphasis.	Design elements are generally well-placed with some use of design principles.	Design elements are strategically placed using rule of thirds and strong emphasis.	/30
TOTAL TECHNICAL POINTS				/300



JUDGES COMMENTS

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Contestant ID | Team Number _____ Judge Number _____

COMMENTS: (to be viewed by contestant)

(Judges: Please provide constructive feedback, highlighting both strengths and areas for improvement in your analysis of the competitor.)

AREAS FOR IMPROVEMENT:

REASON FOR DISQUALIFICATION: (if applicable)