



Graphic Design Promotion (410)

Judge Number _____

Contestant Number _____

Technical Scoring Rubric

Contestant Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes <i>(Disqualification)</i>	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Contestant followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No <i>(Disqualification)</i>

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"> Individual Entry Form – PDF format (must be keyed, but does <i>not</i> have to be signed for pre-submission) Flyer – PDF, JPG or PNG Format Logo (4”x4”) – PDF, JPG or PNG Format Logo (2”x2” pin size) – PDF, JPG or PNG Format <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				10	
Design shows imagination, creativity, and originality	1-5	6-10	11-15	16-20	
Contestant-generated logo shows imagination, creativity and originality	1-5	6-10	11-15	16-20	
Design gains attention and has eye appeal	1-5	6-10	11-15	16-20	
Generated theme promotes NLC	1-5	6-10	11-15	16-20	
Effectiveness (easily understood, motivational, accurate)	1-5	6-10	11-15	16-20	
Consistency in graphic and theme	1-5	6-10	11-15	16-20	
BPA logo and tagline appear on flyer – 10 points (all or nothing)				10	
Contestant-generated logo is effective when reduced to trading pin size – 10 points (all or nothing)				10	
BPA logo and tagline meet the Graphic Standards as outlined in the Style & Reference Manual – 10 points (all or nothing)				10	
TOTAL TECHNICAL POINTS (160 points maximum)					