(410) Graphic Design Promotion (S | PS)

Judge Number _____   **Contestant Number** _____

<u>Technical Scoring Rubric</u>

Contestant Violated the Copyright and/or Fair Use Guidelines	☐ Yes *(Disqualification)*	☐ No
If yes, please stop scoring and provide a brief reason for the *disqualification* below:		
Contestant followed topic	☐ Yes	☐ No *(Disqualification)*

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. • Individual Entry Form – PDF format (must be keyed, but does *not* have to be signed for pre-submission) • Signed Released Form(s) • Flyer – PDF, JPG or PNG Format • Logo (4" x 4") – PDF, JPG or PNG Format • Logo (2" x 2" pin size) – PDF, JPG or PNG Format • Works Cited formatted according to the BPA Style & Reference Guide ***All points or none are awarded by the Technical Judge.***				10	
Design demonstrates awareness of target audience	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	
Design is effective and consistent in graphic and theme for logo, pin, and poster	1-5	6-10	11-15	16-20	
Followed Basic Principles of Typography	1-5	6-10	11-15	16-20	
Color selection was appropriate for 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 (190 points maximum)					