



## Graphic Design Promotion (410)

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

### Technical Scoring Rubric

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

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"> <li>• Individual Entry Form – .pdf format (must be keyed, but does not have to be signed for pre-submission)</li> <li>• Flyer – .pdf, .jpg or .png Format</li> <li>• Logo (4x4) – .pdf, .jpg or .png Format</li> <li>• Logo (2x2 pin size) – .pdf, .jpg or .png Format</li> </ul> <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	
BPA logo and tagline meets the <a href="#">Graphic Standards</a> as outlined in the <a href="#">Style &amp; Reference Manual</a> – 10 points (all or nothing)				10	
<b>TOTAL TECHNICAL POINTS (150 points maximum)</b>					