



JUDGING RUBRIC

JUDGES: PLEASE REVIEW EACH ENTRY [located at iccadi.kirkwood.edu] BASED ON THE FOLLOWING THREE CRITERIA:
1. Concept + Development - thoughtful and/or clever concept is apparent + clear and effective relayance of intended message
2. Creativity + Composition - visual engagement, overall "wow" factor + solid application of hierarchy and elements/principles of design
3. Execution + Presentation - expert + relevant graphic handling, keen attention to detail + complete and professional presentation

SCORE EACH CRITERIA APPLYING THE FOLLOWING METRIC, FOR A MAXIMUM TOTAL OF 12 POINTS POSSIBLE:
4 = Exceptional 3 = Well Done 2 = Good 1 = Potential for Growth

AFTER CALCULATING THE TOTAL, PLEASE INCLUDE A FEW COMMENTS RE: EACH ENTRY, i.e., WHAT "WORKS" + WHAT COULD BE IMPROVED.

Table with 6 columns: TITLE + CATEGORY + ENTRY#, CONCEPT + DEVELOPMENT, CREATIVITY + COMPOSITION, EXECUTION + PRESENTATION, TOTAL POINTS, CONSTRUCTIVE FEEDBACK. Rows include entries like AVENIR - Poster - #1, Swiss Neutrality- Poster - #2, etc., up to DeGowin PSA Motion - Web - #134.