



**JUDGING RUBRIC**

**JUDGES:** PLEASE REVIEW EACH ENTRY [located at [iccadi.kirkwood.edu](http://iccadi.kirkwood.edu)] BASED ON THE FOLLOWING THREE CRITERIA:  
 1. Concept + Development — thoughtful and/or clever concept is apparent + clear and effective relevance 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.

TITLE + CATEGORY + ENTRY#	1 CONCEPT + DEVELOPMENT	2 CREATIVITY + COMPOSITION	3 EXECUTION + PRESENTATION	TOTAL POINTS	CONSTRUCTIVE FEEDBACK
AVENIR - Poster - #1	2	3	2	7	Some of the type is too close to circuits. Give it some breathing room.
Swiss Neutrality - Poster - #2	1	3	3	7	Bottom of fist looks too flat. Reference some pictures and adjust that.
Vegan - Poster - #3	3	3	3	9	You could add more lines of type so less negative space. Adjust contrast on animals too much mid tones.
National Ginger Day - Poster - #4	2	3	3	8	I like background color. Maybe get brighter with the orange color too?
Into the Woods - Poster - #5	3	3	3	9	I might try a non-literal color on the tree. Purple. You might have to turn the globe black so it contrasts well.
Halloween Bash - Poster - #6	3	2	2	7	Feels more like a postcard. Cropping of image is nice, but type looks like an add-on.
Sweden - Poster - #7	1	3	3	7	Nice illustration. I'd re-design the international type and info. needs a more creative layout.
Vetans Day - Poster - #8	3	3	3	9	Remove the stripes, it's too obvious. Let it be a subtle hit with the shadow. Make headline same size as below.
State Fair - Poster - #9	1	2	2	5	Everything merges together. Maybe background is muted so banner and people stand out more?
Helvetica - Poster - #10	2	3	3	8	Make sure all spacing from edge of graphics to edge of type are consistent. Important for this style.
The Creative Mind - Poster - #11	2	2	2	6	The brain is executed well, but the people don't match the styling. i'm revise them to match.
Athens - Poster - #12	3	3	2	8	Remove water detail, let the simplicity match the beach. Simplify detail in building. Tighten spacing in ATHENS GREECE.
Nike - Poster - #13	1	2	2	5	Nice Photo.
Sutphin - Poster - #14	3	3	4	10	Great illustration. SUTPHIN type style is perfect. Set top type to change to a medium condensed sans font make it understated and fit into one line and repetition type
5 Ways - Poster - #15	2	1	1	4	Try to keep iconography simple flat white on color. Same with light bulb. Really labor over the type layout maybe all flush right?
Coffee Guide - Poster - #16	2	1	1	4	You waste a lot of space with the title. Lose the box and keep type at the same style. Use a font family. Make all iconography more simplified and graphic which is better
Veterans Day - Poster - #17	1	2	2	6	Points should be 5? Try to pull this off without gradients and effects. It would be more powerful that way.
Lost Island - Poster - #18	1	1	1	3	Logo is nice. But overall layout is hard to read. Format doesn't feel like a poster and contrast of mermaid gets lost.
It's Your Choice - Poster - #19	2	3	3	8	Maybe try making photos duo-tone so there is more contrast with the solution image?
Fashion Week - Poster - #20	1	3	2	6	I want to see more of the body. Some of the line work throws off the proportion.
Junkies Bike Show - Poster - #21	1	1	2	4	Top half looks pretty good, bottom half needs to be worked out. Too hard to read.
NDM NYC - Poster - #22	1	2	1	4	Use of grids would improve the layout. All type from top headline to names and descriptions should all be spaced the same from the edges and possibly flush right.
NDM NYC - Poster - #23	2	3	2	7	Maybe pick a nice sans font for DESIGN. Refine layout on bottom type so it has more breathing room on sides. Try to keep the four paragraphs visually equal.
Grinding Gears - Poster - #24	1	2	1	4	The hierarchy of information seems backwards on this? Done use a serif font, try a nice sans to go with GRINDING GEARS better.
NDM NYC - Poster - #25	1	1	1	3	Refine type layout so it's not so cramped with graphics. I'd lose the blobby type too.
Deadly Class - Poster - #26	3	3	2	8	Lose outline on white type. Don't distort type, use a condensed font. Adjust contrast on photo elements. Maybe crop tlas to match photo better?
NDM NYC - Poster - #27	1	1	2	4	I want to see some kind of conceptual component to this. It's too generic.
Dream Job - Poster - #28	3	3	3	9	Slightly poles. Don't show the teeth. Maybe lose poles have lines coming into layout from top. Add one with just a hook? Review stripe color on bottom fish so it's different
MAC Membership - Poster - #29	1	2	1	4	This looks like a newspaper add not a poster.
Organ Donation - Poster - #30	1	1	2	4	No need to show actual organs. Maybe just make the speaking bubbles organ silhouettes and suggest them?
Lebron James - Poster - #31	1	3	3	7	Some of the color on color type needs to be changed. Keep it white on a dark color it'll read better
Inspirational Women - Poster - #32	2	3	3	8	Never heard of Valentina, so that was a good choice.
Sweden - Poster - #33	1	2	2	5	Type needs work. Maybe create Sweden by hand like the illustration so it ties in better?
IT - Poster - #34	1	1	2	4	The graphics and title compete so it impedes readability and communication.
Saturday in the Park - Poster - #35	1	3	2	6	Shouldn't it say SUNDAY IN THE PARK?
Saturday in the Park - Poster - #36	1	1	2	4	Main headline type is a bit pedestrian. Get more creative with it. Maybe put brand names within a color shape and knock them out to white?
Fender - Poster - #37	1	1	2	4	This feels like a sell sheet not a poster. Type is hard to read and overall it's too busy.
SERIFA - Poster - #38	2	4	3	9	Beautiful layout. Nice simplified color palette. Maybe to add a halftone black and white photo element to work as a nice contrasting texture in bottom left?
The DarkSideVoid - Poster - #39	2	2	2	6	It gets my attention but then I'm frustrated that it doesn't explain itself in any way.
Rockets Bakery - Poster - #40	2	2	2	6	Maybe turn the small sign into a snarky warning looking sign? Warning: Eating our donuts may be addictive etc.?
Strange New Thing - Publication - #41	3	2	3	8	Makes me want to know more so that is good.
Cuba - Publication - #42	2	3	3	8	Simple and nicely done.
Lolita - Publication - #43	1	2	2	5	I'd invest more time in hand lettering the word Lolita.
Food Network - Publication - #44	1	2	1	4	Great more crazy with your layout. Experiment more. Integrate type and photo etc.
dbrand - Publication - #45	1	2	2	5	A bit generic in terms of layout. Focus on concept of fingerprints and tell that visually in a clever way perhaps?
Pray - Book Page - Publication - #46	1	1	2	4	Photo illustration is nice but type looks added on not designed into layout well.
TOPO Design - Publications - #47	2	2	3	7	Contrast of type on cover shown on right gets lost. I'd bold TOPO and keep DESIGNS a medium weight.
Switzerland Travel Brochure - Publication - #48	2	2	3	7	Clean just like Swiss aesthetic. Only have one cross on each panel.
Asexuality? Pages - Publication - #49	1	2	2	5	Cover layout nice. But reword type, lose the dropshadow and bold ASEXUALITY? Finest the paragraphs too dense spacing wise.
Farrell's Outdoor - Publication - #50	1	1	3	5	Stencil font doesn't match brand aesthetic. Work the nice brand mark into the layout as a graphic treatment.
Bucks Ticket Design - Publication - #51	1	1	2	4	Ticket info side lacks that design feel. Play with planes of color and reversed type, add more unique motifs, make it art not merely text.
MegaMan Ad - Publication - #52	1	1	1	3	Meathead gets lost. Needs to contrast and stand out. MegaMan Than & Now needs to be secondary. There would be a lot more info on a cover too.
Skyrim Magazine - Publication - #53	1	2	2	5	Show spreads bigger so you can see the layout and design.
Chess - Publication - #54	1	1	2	4	Looks like clip art. Avoid thin outlines and fill this to what creates that feel. Try to create chess pieces with flat color and use subtle textured shading to define forms.
Lyric Calendar - Publication - #55	2	1	2	5	Don't just type out a font and call it good. Convert to paths, customize and form fit to make nice type treatments.
Disney Catalog - Publication - #56	1	1	1	3	Cover too busy. Interior too busy. Lose boxes containing descriptions.
Bike Night Ad - Publication - #57	1	2	3	6	Improve spacing on all type. Don't image trace organic shapes like the splatter. Create a real splatter, scan in an close a blimp off image so it's authentic looking.
Interior Design Magazine - Publication - #58	1	2	2	5	Contrast with type and photos needs improvement for clarity and readability. Improve masthead on cover so it pops.
Runner's World - Publication - #59	2	3	3	8	Replace background with a dark duo-tone image of runners. Reduce size of number circles, remove photos and slightly into white with numbers knocked out.
Life 101.9 Outdoor - Publication - #60	1	1	2	4	Everything is too equally the same visually weight wise so it all competes. Improve hierarchy.
Hunoho CD Cover - Publication - #61	1	1	2	4	Don't rely on just photos. Think balance of photo, graphics and type to orchestrate compelling layouts. Back if better than the front.
Theatre Ad - Publication - #62	1	2	1	4	Lose the white gap between the characters and logo. Improve the line work so it looks like the actual art Disney would license.
Polaroid Ad - Publication - #63	3	3	2	8	Make 'Polaroid Originals' type smaller so it's secondary to the camera elements. Make bottom right text regular weight and smaller.
Grimm Book Cover - Publication - #64	3	4	3	10	Nicely done!
Brave New World Cover - Publication - #65	2	3	1	6	Drop the two covers on each side and focus on the middle one it's the strongest.
Grimm Book Cover - Publication - #66	3	3	3	9	Really work out the type on the book title. Just looks like a font, so convert and refine to make a better lockup.
Gala Invitation - Publication - #67	1	1	2	4	You need to re-work Variety Black Tie Gala. Stack it so it fits better make glasses part of lockup maybe?
Lord of Flies Book Cover - Publication - #68	3	2	4	9	Remove book on left and just showcase the other too larger so you can appreciate details more.
Interior Design Spread - Publication - #69	1	2	2	5	Clean but maybe play with transparency and blend modes on the 1234?
Classic Banned Book Series - Publication - #70	3	3	4	10	I'd love to see worked into the type pattern one iconic reference tied into the story. Think iconic flat graphic illustration also colored black.
Queen Magazine - Publication - #71	1	2	2	5	Push yourself to think about publication design that go against expected looks. GAGA is all about uncommon and unexpected art, match that.
1984 Book Cover - Publication - #72	3	2	2	7	The presentation over powers the book. Change type to sans without drips. Try using a two color approach to make it more dramatic.
Animal Lifeline - Publication - #73	1	1	2	4	To use photos that are cut out of background and not boxed in to add more dimension and interest. Laidy holding cut out of bean out and then you could treat the
Red Tails eSports - Publication - #74	1	2	2	5	Try not to fill the full page whether cover or inside. Open area is fine.
Journeys Direct Mail - Publication - #75	3	2	1	6	Good concept but the vector art needs a lot of work.
The Awakening Book Cover - Publication - #76	4	3	3	10	I might keep refining 'The Awakening' and 'Kate Chopin' letter forms but still like this alot.
Caveman vs Graffiti - Illustration - #77	1	1	1	3	I don't really get the concept? That said caveman drawing should be photos, then realistic mock ups of graffiti on walls that look like a photo.
Lukashenko - Illustration - #78	2	3	2	7	I'd refine the facial detail. Simplify it. Change detail on hand so it doesn't look hairy.
Hope and Despair - Illustration - #79	2	2	2	6	Add a second splash of color (think textured splatter) filling the background would nice with this base art.
Corn Mask - Illustration - #80	3	2	1	6	Children of the corn gone tribal?
Travis - Illustration - #81	3	3	4	10	Is this an Andorian rap artist? Sorry I'm a StarTrek geek.
Dark Marilyn - Illustration - #82	2	2	1	7	If you plan on eating prints on Ebay this is fine. Although I'd improve contrast. But try some illustrations you come up with instead of portraits.
Shalimar (Mesh) - Illustration - #83	1	2	3	6	To put off this you had to reference a photo so in that respect I never understood using gradient meshes? Great execution but better suited with Photography concept
Lovecraft Cover Design - Illustration - #84	4	4	4	12	Looks pro! Well done.
Lift - Illustration - #85	4	4	4	12	Very well done. Great composition, color, light, and narrative.
Ocean Eyes - Illustration - #86	4	4	4	12	Beautiful work!
Clarity - Illustration - #87	2	3	3	8	Nice colors. Proportion of top part of torso looks off to me.
Asylum - Illustration - #88	1	2	3	6	I like the styling. The contrast should be improved.
UsainBolt - Illustration - #89	2	2	2	6	Have the poster hanging on left and a zoomed in cropped detail shot of illustration filling the background so people can enjoy the details.
Bug (mesh) - Illustration - #90	1	2	3	6	Same comment as the other mesh. Great execution but better suited with Photography conceptually speaking or CGI instead which is more flexible. You lose the artist
NYC Tunnel - Illustration - #91	1	2	1	4	This would be hard to do this digitally let alone draw it.
Diana - Illustration - #92	4	4	4	12	Well done!
Clown - Illustration - #93	2	3	4	9	Kind of creepy but cool none the less.
Isabelle - Illustration - #94	4	3	2	9	Great idea but contrast needs improvement, too dark over all.
Jonah Hill - Illustration - #95	1	2	1	4	A larger image of cup would help communicate the details more.
Motorcycle - Illustration - #96	1	2	3	6	Gradient mesh? I'd rather see this in CGI so you could rotate, change lighting etc.
Mellow Meadow Mead - Illustration - #97	2	2	2	6	I'd love to see this in color. Maybe make this duo-tone and add color to compliment in the label?
Baby Fox - Illustration - #98	1	2	1	4	You lose some detail in the middle area.
Icon Set - Illustration - #99	1	2	2	5	Keep icon continuity intact. Outer lines thickness across all icons is inconsistent.
IPA - Packaging - #100	1	1	1	3	Everything is too dark, hard to read.
Red Tail Ale - Packaging - #101	1	2	3	6	The neck wrap graphic compels me more than the primary label art.
Valhalla Nectar - Packaging - #102	3	3	1	7	Pick the best bottle (YMIR) and show that large front, than the back. No need to show all three.
Woke - Packaging - #103	1	2	2	5	Clean, but I want the descending K to turn into something clever.
Valley Fresh - Packaging - #104	2	2	2	6	Pick two font families and don't use more. Some of this looks nice, some looks too busy.
Tranlism - Packaging - #105	3	2	1	6	Mark on back looks better than how it's handled on front. I want to see these closer so drop all but two images.
After Shock - Packaging - #106	2	2	2	6	Brand name too small. If that is a font, convert and customize so it can't be replicated.
Witch's Brew - Packaging - #107	2	2	1	5	Nice bottle but the aesthetic doesn't say 'Witch's Brew'. Graphics need to play off concept better.
Grootos - Packaging - #108	2	1	1	4	Funny, But illustration needs a lot of work to make it convincing.
Blackberry Sage Mask - Packaging - #109	1	2	2	5	Is this a face mask or a drink? I think the concept makes it confusing being space. A more organic approach might have worked better?
Life Support - Packaging - #110	3	3	3	9	Fun and well conceived. Make the graphic on cap wrap white not black.
Woosah - Packaging - #111	2	1	1	4	Brand name too small, hard to make out the graphic? Is it a brain?
Kidso Juice - Packaging - #112	3	2	2	7	Lose the black outline around brand logo and refine the logotype.
DA-LISH - Packaging - #113	3	2	2	7	Label wrap hard to read but like the diecut see through. Maybe have band of color with type reversed to pop more?
Iron Works - ID - #114	1	2	2	5	Always avoid using gradients in logos as a general rule.
Emily - ID - #115	2	2	2	6	I first read this as a 'W' and a crown. Very expensive to print this LH, Envelope.
Sweden - ID - #116	2	2	1	5	More research on the cultural cues would have improved main graphic and border treatment.
S.T.E.M. (One time Use) - ID - #117	3	2	2	7	STEM black text needs work. Refine beaker, wrench and bottom of right bulb. Where S passes below beaker don't make it grey use white gaps to imply transparency.
FOCUS - ID - #118	1	2	1	4	If there is a concept I'm missing it?
The Chili King George - ID - #119	2	2	2	6	It would be cool if the chili king character was something. Bean shaped head for example.
Egypt Travel - ID - #120	1	1	2	4	Is this custom type? Or is it just a font typed out? For a logotype it needs a lot more unique personality.
Tasty Taco - ID - #121	1	2	2	5	I want to see this mark simplified into two spot colors for example. It looks like clip art. Another thing is perception. This case the risk of offending more people than ones
Northern Lights - ID - #122	2	2	2	6	I like the N mark on the business card. I'd like to see that knocked out of a pizza type of rounded shape and locked up with type. I would love never seeing pizza with
Noah's Ark - ID - #123	2	1	1	4	The pizza boat idea I'd make the same size. Make the placement of pepperoni less structured and random. They should be the same size. Logo text is too far away
Gleaner - ID - #124	1	2	1	4	Showcase main logo mark. Good imagery in it. Refine logotype and keep consistent in usage. Lose the other content. Package of what else you? Looks like a bag of flour
Courtney and Brandon - ID - #125	1	2	2	5	I don't see anything original in that? Eating books, eating image of exterior? It's composed well but just not that unique. When you have a fancy script font to
Lively Layers - ID - #126	1	1	2	4	Not sure what this is for? Mark doesn't mean anything two check marks for what? Looks like a W no an LL. Play with LL forms to create a unique mark.
Grind - ID - #127	3	3	3	9	Clean, simple and well crafted.
On The Spot Welding - ID - #128	2	3	3	8	The mark mark in bottom right is the winner. Lose the top left, when printing on fabric use white and a nice contrasting color like a light steel blue you have on ID pieces
JD Gardens - ID - #129	1	1	1	3	I'd bolden the leaf mark so it has more weight. Then refine the JD Gardens type it's a bit clunky on the dm part. Create both vertical and horizontal versions.
John's Crazy Socks (animate) - Web - #130	2	1	1	4	I'd like to see the logo larger so I can view detail. Washing machine is a good idea but looks like clip-art.
Find Your Voice - Web - #131	2	2	2	6	Contrast in illustration needs improvement. On social use format for Instagram so type works better with art.
Wild Flower Kitchen - Web - #132	1	1	2	4	The brand logo really needs a floral touch with a name like that.
Lively Layers - Web - #133	1	1	2	4	Layout seems to have been rushed and not thought out well. Bottom icons are not refined should be white only too. Paragraphs are a bit clunky too.
DeGowin PSA Motion - Web - #134	1	1	1	3	Contrast on screen graphics is too light and doesn't read easily.