

Ad Design Contest

Contestant Name: _____ Division: _____

Circle the points that indicate your evaluation of this entry. Scores of 9-10 are superior, 7-8 are slightly above average, 4-6 are average and 1-3 are below average. Feel free to note observations that may be helpful to contestants in preparing for future contests.

Lowest Highest
1. Originality 1 2 3 4 5 6 7 8 9 10

Does the piece have an innovative message? Is it of interest to the audience? Does it portray a different approach to the subject? Does the design display a degree of artistic difficulty?

Comments:

2. Message 1 2 3 4 5 6 7 8 9 10

Does the item meet the category objectives? Does it convey a single thought or idea? Is the message brief and clear? Is it geared to the appropriate audience? Does it specify a contact (if applicable)?

Comments:

3. Attracts Attention 1 2 3 4 5 6 7 8 9 10

Does it attract attention? Does it make you want to stop to read it? Does it cause a reader to want to take action?

Comments:

4. Use of Space 1 2 3 4 5 6 7 8 9 10

Is it simple and not cluttered? Is there one dominant center of interest? Is it balanced?

Comments:

5. Design 1 2 3 4 5 6 7 8 9 10

Is the style, spacing and size of the lettering make it easy to read? Is the use of color effective? Does the size of the lettering in the title dominate over other lettering?

Comments:

Total Points: _____

Judge Initials: _____

Ranking: _____