Project Title _____

Project ID # _____

Judge # _____

PA Media and Design Competition
Graphic Design and Logo Scoring Guidelines

_____ Design is limited to two colors and suitable for silk screening

_____ Project demonstrates printed application including one 11 x 17 poster one additional print item and one color promo item

_____ Project demonstrates one use of the Graphic Design and Logo in digital media format. Examples: Facebook profile pic, Facebook banner or post, Twitter post.

_____ PA Media and Design Competition High School/Middle School Not(HS/MS)

_____ Design contains next year's date

_____ Color values used in project are clearly provided and are displayed in Pantone solid colors

_____ Logo is shown on paper to fit in a 3" x 3" area

	4	3	2	1	Score
Conventions	Clear, concise, well-written, no spelling or grammatical errors.	Few syntax, spelling or grammatical errors.	Moderate amount of spelling, syntax and/or grammatical errors.	Many spelling, syntax and grammatical errors.	
Creativity	The project reflects an exceptional degree of student creativity/ originality.	The project reflects a limited degree of student creativity/ originality.	The project is based on the designs or ideas of others and does not demonstrate original ideas.	The project does not demonstrate any original thought or creativity.	
Graphic Design	The project is exceptionally attractive in terms of design, layout, neatness, unity and consistency. The project demonstrates a clear understanding of the use of design tools and principles. Text and graphic elements are arranged to create an organized "white space."	The project is attractive in terms of design, layout unity and consistency. The project demonstrates an understanding of the use of design tools. Text and graphic elements are arranged but lack appropriate "white space: appearing cluttered.	The project is attractive though it is slightly disorganized. The project demonstrates minimal understanding of design tools and principles. Project has text and graphics however they lack or have too much "white space".	The project is disorganized and/or devoid of necessary elements and very poorly designed. The project does not demonstrate a clear understanding of design tools and principles. Project lacks text or graphics with no organized "white space".	
Logo Design	Logo is artistically balanced - one part does not overpower another. Colors and text greatly enhance the logo's overall effect. Logo is clean, simple, and scalable. It is attractive and stimulates viewer interest	Logo is adequately balanced. Colors complement each other and text is readable. The logo is clean and loses little clarity at different sizes. It is attractive but promotes limited viewer interest.	Logo lacks an overall balance. Colors and/or text effects may clash or muddle the design. The logo loses some quality when resized. The logo is unattractive or distracting	Too many fonts or text effects make text unreadable. The logo is cluttered, overly complex, and become distorted or illegible when resized. The project is unattractive and distracting.	
Technical Elements	Advanced design tools and techniques are used often and effectively. Images enhance published document and strongly support all elements.	Design tools are used to connect graphic elements effectively. Images have strong relation to text, images have proper size, resolution, colors and cropping.	Limited use of design tools is evident. Images are unrelated to page text. Images are too big/small in size or resolution images poorly cropped or have color problems.	Project exhibits no evidence of design manipulation. No images employed when images are needed to support content.	
Relevance	The Graphic Design and Logo successfully captures the Media & Design Competition purpose.	The Graphic Design and Logo is relevant to the Media & Design Competition.	The Graphic Design and Logo is somewhat relevant to the Media & Design Competition. It may have too many elements that confuse the purpose of the project.	The Graphic Design and Logo is not relevant to the Media & Design Competition.	

Comments:

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_____ **Total:** _____