

Design and Marketing Awards – Evaluation Rubric

Design Categories (D1-D3)

All judges will use the evaluation criteria and scoring rubric below. Total possible score is 50 points.

Criteria Excellent = 5 Good = 4 Satisfactory = 3 Fair = 2 Poor = 1 Failure = 0

Objectives and Target Market						
The strategic direction and objectives were clearly identified.	Explained and identified very clearly	Are clear	Somewhat clear	Not clearly stated	Inconsistent and disorganized	None given
Clear description of the rationale of the brand identity and design chosen to reach the target market.	Explained and identified very clearly	Are clear	Somewhat clear	Not clearly stated	Inconsistent and disorganized	None given
Demographics of the target audience identified and described clearly.	Explained and identified very clearly	Are clear	Somewhat clear	Not clearly stated	Inconsistent and disorganized	None given
Total = 15 points						
Implementation and Results						
The concept, writing and graphics are integrated and clearly support the strategic direction and brand identity.	Very well integrated and supports	Clearly integrated and supports	Generally integrates and supports	Does little to integrate or support	Does not integrate or support	Fails to integrate and support
The graphics, illustrations and visual design (in context of the respective medium) reinforce the purpose of the piece.	Strongly reinforces the purpose	Discernibly reinforces the purpose	Mainly reinforces the purpose	Does little to reinforce the purpose	Does not reinforce the purpose	No relevance to the purpose
The visuals and marketing message are clearly aligned, consistent and effective.	Extremely clear,	Strongly aligned,	Conveys a basic	Not clearly	Inconsistent and	No alignment

	consistent and effective	consistent and effective	effectiveness	stated	disorganized	
The identified needs of the target market were met.	Strongly identified and met	Clearly identified and met	Conveys an understanding of audience	Needs were not clearly stated	Undefined market needs	Needs were not met
The creative concept/idea was unique, original and innovative.	Extremely unique, original and innovative	Offers innovative ideas	Concept consists of some unique elements	Not clearly stated	Did not incorporate any innovation	Not outlined
The information is being communicated easily.	Information is being communicated easily	Information is being communicated clearly	Information is present, not clearly	Information is missing	Not enough information to communicate easily	Information is absent
The piece achieved the overall objectives of the strategic plan.	Displayed impact and met objectives outlined	Clearly met objectives outlined	Met some of the objectives outlined	Listed an objective	Did not outline a clear objective	No objectives outlined
Total = 35 points						

Design and Marketing Awards – Evaluation Rubric

Marketing Categories (M1-M5; M7)

All judges will use the evaluation criteria and scoring rubric below. Total possible score is 50 points.

Criteria Excellent = 5 Good = 4 Satisfactory = 3 Fair = 2 Poor = 1 Failure = 0

Objectives and Target Market						
The strategic plan, objectives and measurement criteria were clearly identified.	Explained and identified	Are clear	Somewhat clear	Not clearly stated	Inconsistent and disorganized	None given

	very clearly					
Use of research and needs assessment outlined.	Used robustly and effectively	Clear presentation of tools	Some tools were used	One tool was used	Use of tools was not clear	None used
Demographics of the target audience identified and described clearly.	Explained and identified very clearly	Are clear	Somewhat clear	Not clearly stated	Inconsistent and disorganized	None given
Total = 15 points						
Implementation and Results						
The concept, writing and graphics are integrated and clearly support the strategic direction and brand identity.	Very well integrated and supports	Clearly integrated and supports	Generally integrates and supports	Does little to integrate or support	Does not integrate or support	Fails to integrate and support
The creative concept/idea and/or strategic direction was unique, original and/or cost-effective.	Extremely unique, original and innovative	Offers innovative ideas	Concept consists of some unique elements	Not clearly stated	Did not incorporate any innovation	Not outlined
The visuals and marketing message are clearly aligned, consistent and effective.	Extremely clear, consistent and effective	Strongly aligned, consistent and effective	Conveys a basic effectiveness	Not clearly stated	Inconsistent and disorganized	No alignment
The information is being communicated easily.	Information is being communicated easily	Information is being communicated clearly	Information is present, not clearly	Information is missing	Not enough information to communicate easily	Information is absent
The identified needs of the target market were met. The communication channels utilized are appropriate for the target market.	Strongly identified and met	Clearly identified and met	Conveys an understanding of audience	Needs were not clearly stated	Undefined market needs	Needs were not met

The piece achieved the overall objectives of the strategic plan.	Met objectives outlined	Clearly met objectives outlined	Met some of the objectives outlined	Listed an objective	Did not outline a clear objective	No objectives outlined
The results can be tied back to the metrics identified in Strategic Plan section. The results were clearly articulated. The rationale supports the chosen strategy. The impact has been clearly identified.	The plan outlined measurable goals and demonstrated clear results	The plan clearly met the outlined goals	The plan met some of the stated goals	The plan outlined a measurable goal	The plan did not outline a measurable goal	There were no measurable goals outlined or achieved
Total = 35 points						

Design and Marketing Awards – Evaluation Rubric

Marketing Categories - Website (M6)

All judges will use the evaluation criteria and scoring rubric below. Total possible score is 50 points.

Criteria Excellent = 5 Good = 4 Satisfactory =3 Fair = 2 Poor = 1 Failure = 0

Objectives and Target Market						
The strategic plan, objectives and measurement criteria were clearly identified.	Explained and identified very clearly	Are clear	Somewhat clear	Not clearly stated	Inconsistent and disorganized	None given
Use of research and needs assessment outlined.	Used robustly and effectively	Clear presentation of tools	Some tools were used	One tool was used	Use of tools was not clear	None used
Demographics of the target audience identified and described clearly.	Explained and identified very clearly	Are clear	Somewhat clear	Not clearly stated	Inconsistent and disorganized	None given
Total = 15 points						
Implementation and Results						

The concept, writing and graphics are integrated and clearly support the strategic direction and brand identity.	Very well integrated and supports	Clearly integrated and supports	Generally integrates and supports	Does little to integrate or support	Does not integrate or support	Fails to integrate and support
Clearly demonstrates a design approach to fit media device.	Clearly demonstrates a design approach to fit media device, loads quickly and without error.	Demonstrates a design approach to fit media device.	Demonstrates a design approach to fit media device.	Demonstrates an attempt to design to fit media device but is not perfect.	Does not demonstrate a design approach to fit media device.	There are errors when using the media device.
The visuals and marketing message are clearly aligned, consistent and effective.	Extremely clear, consistent and effective	Strongly aligned, consistent and effective	Conveys a basic effectiveness	Not clearly stated	Inconsistent and disorganized	No alignment
The information is being communicated easily.	Information is being communicated easily	Information is being communicated clearly	Information is present, not clearly	Information is missing	Not enough information to communicate easily	Information is absent
The identified needs of the target market were met. The communication channels utilized are appropriate for the target market.	Strongly identified and met	Clearly identified and met	Conveys an understanding of audience	Needs were not clearly stated	Undefined market needs	Needs were not met
The piece achieved the overall objectives of the strategic plan.	Met objectives outlined	Clearly met objectives outlined	Met some of the objectives outlined	Listed an objective	Did not outline a clear objective	No objectives outlined
The results can be tied back to the metrics identified in Strategic Plan section. The results were clearly articulated. The rationale supports the chosen strategy. The impact has been clearly identified.	The plan outlined measurable goals and demonstrated clear results	The plan clearly met the outlined goals	The plan met some of the stated goals	The plan outlined a measurable goal	The plan did not outline a measurable goal	There were no measurable goals outlined or achieved
Total = 35 points						

