

# PROMOTIONAL MARKETING

## 2022 & 2023 OFFICIAL RATING FORM

### MIDDLE SCHOOL

Judges: Using minimal (1-4 points), adequate (5-8 points), or exemplary (9-10 points) performance levels as a guideline in the rating form, record the scores earned for the event criteria in the column spaces to the right. The X1 or X2 notation in the criteria column is a multiplier factor for determining the points earned. (Example: an “adequate” score of 7 for an X1 criterion = 7 points; an “adequate” score of 7 for an X2 criterion = 14 points.) A score of zero (0) is acceptable if the minimal performance for any criterion is not met.

#### Go/No Go Specifications

- Before judging the entry, ensure that the items below are present; indicate presence with a check mark in the box.
- If an item is missing, leave the box next to the item blank and place a check mark in the box labeled ENTRY NOT EVALUATED.
- If a check mark is placed in the ENTRY NOT EVALUATED box, the entry is not to be judged.

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- The entry was submitted and scored  
 ENTRY NOT EVALUATED

PRINT DESIGN (50 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
<b>Layout and Design</b> (X1)	Layout/design does not resemble a promotional printed design, is not the correct size, and/or it is missing essential elements.	Most elements of design are followed; the design is the correct size, and few mistakes are made in the layout.	Printed design encompasses all standardized layout practices, and creativity is at the forefront of the design.	
<b>Content</b> (X1)	Printed design is missing three (3) or more of the following elements: Conference city/state and year, TSA logo, time, place, date and cost of the event.	Printed design is missing one to two (1-2) elements listed in the minimal criteria.	All elements are included in the printed design.	
<b>Effectiveness</b> (X1)	Printed design does not convey intended message, and/or it contains unrelated text/graphics.	Printed design generally conveys the intended message, and contains topic-related text/graphics.	Printed design message is easily understood and interpreted, with exceptional use of related graphics and text.	
<b>Incorporation of Graphic Design Principles</b> (X2)	Design principles (alignment, consistency, contrast, unity, white space) are not incorporated adequately into the printed design, and/or they are considered as an afterthought.	Printed design exhibits incorporation of most design principles (alignment, consistency, contrast, unity, white space), and the overall layout is aesthetically pleasing.	Printed design is aesthetically pleasing, and all design principles are well incorporated into the design and layout.	

PRINT DESIGN SUBTOTAL (50 points)				Record scores in the column spaces below.
WEARABLE DESIGN (50 points)				
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
<b>First Impression</b> (X1)	The design is sloppy, and/or it is difficult to see; there is poor choice of colors; the artwork is not suited for a wearable item, and/or it leaves an unfavorable impression.	The design has good points, but some details may detract from the overall quality.	The design is eye catching; attention to detail is obvious.	
<b>Dominance</b> (X1)	Eyes are drawn away from what should have been the focal point by some other component of the graphic.	A general attempt is made to use a graphic component that draws attention to the design's main idea.	The design's main components draw eyes to the appropriate location and/or focal point of the graphic.	
<b>Use of Fonts/Words in Design</b> (X1)	Fonts/words are not readable; location or size are not appropriate for the design.	Fonts/words are mostly appropriate, but there is room for improvement.	Fonts/words, their size, and their location are clearly appropriate for the design.	
<b>Incorporation of Graphic Design Principles</b> (X2)	Design principles (alignment, consistency, contrast, unity, white space), are not incorporated adequately into the graphic, and/or they are considered as an afterthought.	Graphic incorporates most design principles (alignment, consistency, contrast, unity, white space), and the overall layout is somewhat aesthetically pleasing.	Graphic is aesthetically pleasing, and all design principles are well incorporated into the design and layout.	
WEARABLE DESIGN SUBTOTAL (50 points)				

DIGITAL SIGNAGE (50 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
<b>Layout and Design</b> (X1)	Signage lacks the use of design principles (alignment, consistency, contrast, unity, white space, color scheme) and presentation formatting (animations, transitions, and timings).	Signage contains some design principles and presentation formatting.	Excellent use of formatting to develop the design and layout of the presentation is evident.	
<b>Audience</b> (X1)	Audience is not considered in the development of the signage; inadequate language is used.	Tone and language are of average quality for the audience.	The signage is written specifically for an audience, with professional tone and language.	
<b>Sentence Structure</b> (X1)	Simple sentence structure is used throughout the signage, and there are multiple grammatical errors.	Writing is generally engaging and informative; only a few grammatical errors are evident.	Signage is well-written with little to no grammatical errors evident.	
<b>Content</b> (X1)	Signage is missing three or more of the required elements.	Signage is missing one or two of the required elements.	All elements are included in the signage.	
<b>Effectiveness</b> (X1)	Signage does not convey intended message appropriately, and/or it contains unrelated text/graphics.	Signage conveys overall intended message, but it contains some inadequate and/or unrelated text/graphics.	The message of the signage is easily understood and interpreted, with exceptional use of related text/graphics.	
DIGITAL SIGNAGE SUBTOTAL (50 points)				

## PROMOTIONAL MARKETING

Rules violations (a deduction of 20% of the total possible points for the above sections) must be initialed by the judge, coordinator, and manager of the event. Record the deduction in the space to the right.

Indicate the rule violated: \_\_\_\_\_

**PRELIMINARY SUBTOTAL (150 points)**

### SEMIFINAL CHALLENGE (50 points)

CRITERIA	Minimal performance	Adequate performance	Exemplary performance
	1-4 points	5-8 points	9-10 points
<b>Layout and Design</b> (X1)	Layout/design does not incorporate or consider three (3) or more of the following design principles: alignment, consistency, contrast, unity, white space.	Layout/design includes most design principles; overall layout is somewhat aesthetically pleasing.	Aesthetically pleasing design is evident, and all design principles are incorporated into the design and layout.
<b>Solution to Project</b> (X2)	Project is missing three (3) or more attributes of the solution's criteria.	Most attributes of the solution's criteria are included.	All attributes of the solution's criteria are included.
<b>Effectiveness</b> (X1)	Project does not convey intended message appropriately, and/or it contains unrelated text/graphics.	Project delivers the overall intended message, and it contains basic graphics.	Project message is easily understood and interpreted, with exceptional use of related graphics and text.
<b>Originality</b> (X1)	Project does not incorporate or consider four (4) or more of the following principles of creativity: freshness, idea cultivation, realness, bravery, momentum, visual signaling; leadership and/or 21 <sup>st</sup> century skills are not evident.	Project incorporates most creative principles, and results in an adequate/average presentation; leadership and/or 21 <sup>st</sup> century skills are somewhat evident.	Project is a truly unique presentation; it includes most of the applicable principles of creativity; leadership and/or 21 <sup>st</sup> century skills are clearly evident.
<b>SEMIFINAL CHALLENGE SUBTOTAL (50 points)</b>			

Record scores in the column spaces below.

Rules violations (a deduction of 20% of the total possible points for the above sections) must be initialed by the judge, coordinator, and manager of the event. Record the deduction in the space to the right.

Indicate the rule violated: \_\_\_\_\_

**SEMIFINAL SUBTOTAL (50 points)**

To arrive at the TOTAL score, add any subtotals and subtract rules violation points, as necessary. **TOTAL (200 points)**

Comments:

I certify these results to be true and accurate to the best of my knowledge.

**JUDGE**

Printed name: \_\_\_\_\_ Signature: \_\_\_\_\_