

Project Title _____

Project ID _____

Judge # _____

PA Computer Fair Graphic Design Scoring Guidelines

	4	3	2	1	Score
Content	Project presents information that is clear, effective and meets the objectives stated in the narrative.	Project presents information that is effective and meets most of the objectives stated in the narrative.	Project presents information satisfactorily but does not meet stated objectives.	Project presents information that is neither clear nor effective in meeting stated objectives.	
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/ Originality	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.	
Layout/ 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".	
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.	
Logo Elements	The logo successfully captures the project's purpose and is artistically balanced - one part does not overpower another. The colors are visually appealing and the design is recognizable throughout the entire project to establish a brand. The logo is highly effective, simple, and scalable.	The logo is mostly relevant to the project's purpose and is mostly balanced. The colors complement each other and the design is adequately represented throughout the project. The logo is clean, simple, and scalable.	The logo is somewhat relevant to the project's purpose and may lack balance. The design is represented throughout some of the project but does not establish a brand. The logo may have too many elements that distort the purpose. It loses some quality when resized.	The logo is not relevant to the project's purpose and is imbalanced. The colors are distracting or clashing and the design is inconsistent or not represented throughout the entire project. The logo is cluttered, overly complex, and becomes distorted or illegible when resized.	

Developed by PA Computer Fair Committee - Revised 9/2011

Total: _____

Comments:
