

JUDGE RUBRIC

Printed Materials (to be used for poster/flyer, multi-page publication, brochure)	
Overall Design Quality: <ul style="list-style-type: none"> • Use of design principles (contrast, repetition, alignment, proximity, etc.) • Overall aesthetic quality 	__/40
Overall Message: <ul style="list-style-type: none"> • Does the message align with fraternal/organizational values? • Does the message send a positive message about the council/community/chapter? • Are text and visual elements inclusive of the entire community? 	__/20
Copy Quality: <ul style="list-style-type: none"> • Any spelling, grammatical, or syntax errors? • Is the copy accurate and well edited? 	__/20
Appeal to Target Audience: <ul style="list-style-type: none"> • Is the message appealing to the target audience? • Is it message framed for the target audience or for the council/community/chapter that is submitting? • Do the materials avoid excessive acronyms without explanations? • Does the method of distribution make sense for the material? 	__/20
BONUS	
Student-produced work	__/15
Officer/member produced	__/15
TOTAL SCORE	

ADDITIONAL COMMENTS