

## 2019 Judging Rubric (for external use)

### Entry Scoring

Each entry is judged on a 100-point scale as listed below. Your submission must address the six following criteria:

Objectives (10 points): What was the project intended to accomplish? List the measurable objectives and the target audience(s).

Method (10 points): What tools and strategies were implemented to achieve your objectives? Why were they selected?

Results (20 points): Demonstrate your entry's success compared to measurable objectives described. Was the project a good return on your organization's investment?

Creativity (25 points): Is the program or piece eye-catching? What unique or creative approaches did you employ to achieve the objectives? What limitations, if any, had to be overcome?

Quality (25 points): How well do the elements support the concept? Is it well organized? Is the production done well? What about your project made it of the highest quality? Address specifics that differentiate your project.

Budget (10 points): What was the budget to complete the project? If budget is proprietary, provide additional details regarding whether the project stayed within the budget, came in under budget, percentage breakdown of where time or budget was spent, etc. If work was done under the banner of a retainer, please discuss whether the project stayed within the retainer bounds, include the percentage breakdown of where time was spent, etc. Entries that do not include some detailing of budget breakdown (dollar figures not required) will receive 0 points in this scoring section. All budgets are kept confidential.