

EXTEMPORANEOUS SPEECH

2019 & 2020 OFFICIAL RATING FORM

HIGH 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.

Completed LEAP Report is present

ENTRY NOT EVALUATED

SPEECH (80 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
Organization (X1)	The speech is unorganized and difficult to follow or understand.	The speech is somewhat organized and generally can be followed and understood.	The speech is well organized and easy to follow; the delivery is exceptional.	
Knowledge (X2)	Minimal knowledge of the subject is evident in the speech; the participant does not convey an understanding of the topic.	Adequate knowledge of the subject is evident, and the speaker relates and conveys a general understanding of the topic.	Complete knowledge and understanding of the topic and the development of a theme are conveyed through content of the speech.	
Voice and articulation (X1)	The presenter conveys an inconsistent use of proper grammar, word pronunciation, and acceptable tone and pitch.	The presenter generally uses proper grammar and pronunciation, and varies the use of tone and pitch.	Smooth and effective articulation, proper grammar, correct pronunciation, and varied tone and pitch are evident throughout the speech.	
Stage presence (X1)	The presenter's appearance is unprofessional, sloppy, and inappropriate.	The presenter's appearance is adequate, appropriate, and somewhat professional.	The presenter's appearance is appropriate, professional, and polished.	
Impact (X3)	The speech is unconvincing, uninteresting, and lacks compelling and attention-holding details.	The speech is somewhat convincing and emphasizes several details; it adequately holds the attention of the audience and remains interesting.	The speech is completely convincing, full of emphasis, and holds the attention and interest of the audience.	
SPEECH SUBTOTAL (80 points)				

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: _____

EXTEMPORANEOUS SPEECH

TIME DEDUCTIONS	
One (1) point per ten (10)-second interval is to be deducted for speaking under the three (3) minutes or over the five (5) minutes allotted for the speech. Time commences when the participant begins speaking	
Presentation Delivery Time	
TOTAL TIME DEDUCTION	

Record scores in the column spaces below.

PRELIMINARY SUBTOTAL (80 points)

SEMIFINAL LEAP INTERVIEW (8 points)			
CRITERIA	Minimal performance	Adequate performance	Exemplary performance
	1-4 points	5-8 points	9-10 points
LEAP Report/ Interview (10% of total event points)	The individual's efforts are not clearly communicated, lack detail, and/or are unconvincing; few, if any, attempts are made to identify and/or incorporate the SLC Practices and Behaviors.	The individual's efforts are adequately communicated, include some detail, are clear, and/or are generally convincing; identification and/or incorporation of the SLC Practices and Behaviors is adequate.	The individual's efforts are clearly communicated, fully-detailed, and convincing; identification and/or incorporation of the SLC Practices and Behaviors is excellent.
SEMIFINAL LEAP INTERVIEW SUBTOTAL (8 points)			

Record scores in the column spaces below.

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

SEMIFINAL SUBTOTAL (8 points)

To arrive at the TOTAL score, add any subtotals and subtract rules violation points, as necessary. TOTAL (88 points)

Comments:

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

JUDGE

Printed name: _____ Signature: _____

DIGITAL PHOTOGRAPHY

2020 & 2021 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

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- Digital Portfolio was submitted electronically pre-conference
- Consent/Release forms are present (if required)
- Completed LEAP response is present
- ENTRY NOT EVALUATED

PORTFOLIO ALBUM (60 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
Principles and elements of design and composition and creativity (X2)	There is little or no evidence of an understanding or creative use of compositional elements (line, shape, form, value, space, texture, color, framing, emphasis, balance, unity, contrast, movement/rhythm and pattern/repetition).	Images demonstrate some knowledge and creative use of compositional elements (line, shape, form, value, space, texture, color, framing, emphasis, balance, unity, contrast, movement/rhythm and pattern/repetition).	Images clearly demonstrate excellent and creative use of a variety of compositional elements (line, shape, form, value, space, texture, color, framing, emphasis, balance, unity, contrast, movement/rhythm and pattern/repetition).	
Technical quality (X1)	Photos are out of focus; blurriness is unintentional and does not contribute to the overall composition; photos display incorrect exposure values, white balance, and/or range of tones; there is little or no consideration given to lighting and/or special effects.	Photos are in focus; photos display correct exposure values, white balance, and/or range of tones; images exhibit some attention to lighting and/or the use of special effects.	Photo subject(s) are in sharp focus; blurriness is used effectively to enhance the composition; photos display correct exposure values, white balance, and/or range of tones; images are enhanced by attention to lighting and/or the use of special effects.	
Conveyance of the theme (X1)	The images are flat and lack a clear connection to the theme; viewers are not drawn into the scene; images do not clearly convey the theme/challenge.	The images show some emotional depth; viewers make an emotional connection with the images/pictures and are drawn into the scene or learn something from the subject(s); images convey the competition theme/challenge.	The images show emotional depth; viewers make an instant emotional connection with the pictures and are drawn into the scene or learn something from the subject(s); images clearly convey the competition theme/challenge.	
Written Statements (X1)	A written statement may or may not accompany each photo, and/or the statement includes only some of the photo's meta data (camera make/model, f/stop, exposure time, ISO speed, focal length), and/or an explanation of the relevance of the image to the challenge is not present and/or is written poorly.	A written statement accompanies each photo; the statement includes most of the photo's meta data (camera make/model, f/stop, exposure time, ISO speed, focal length); an explanation of the relevance of the image to the challenge is included.	A written statement accompanies each photo; the statement includes the photo's meta data (camera make/model, f/stop, exposure time, ISO speed, focal length); an explanation of the relevance of the image to the challenge is presented in a clear and concise manner.	
Resources/References (X1)	A reference list is present, but graphic and/or software packages used are not mentioned, and/or MLA format is not used, and/or the citations are inadequate.	A reference list is present and the primary software packages used are included; MLA format is used for an adequate number of resources.	Detailed and concise resources/references are provided; all software packages used are included; MLA format is used for the citations.	

PORTFOLIO ALBUM SUBTOTAL (60 points)	
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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 (60 points)	
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SEMIFINAL CHALLENGE (70 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
Principles and elements of design/ composition and creativity (X2)	There is little or no evidence of an understanding or creative use of compositional elements (line, shape, form, value, space, texture, color, framing, emphasis, balance, unity, contrast, movement/rhythm and pattern/repetition).	Images demonstrate some knowledge and creative use of compositional elements (line, shape, form, value, space, texture, color, framing, emphasis, balance, unity, contrast, movement/rhythm and pattern/repetition).	Images clearly demonstrate excellent and creative use of a variety of compositional elements (line, shape, form, value, space, texture, color, framing, emphasis, balance, unity, contrast, movement/rhythm and pattern/repetition).	
Technical skill (X2)	Participants do not demonstrate knowledge of and understanding of how to utilize photographic equipment and techniques; participants show little or no creativity in staging and photographing subjects.	Participants demonstrate some knowledge of and understanding of how to utilize photographic equipment and techniques, or use it only minimally in the on-site challenge; participants show some creativity in staging and photographing subjects.	Participants clearly demonstrate knowledge and understanding of how to utilize photographic equipment and techniques; participants show creativity in staging and photographing subjects; participants show a high level of skill in the use of the tools to create high quality images.	
Technical quality (X1)	Photos are out of focus; blurriness is unintentional and does not contribute to the overall composition; photos display incorrect exposure values, white balance, and/or range of tones; there is little or no consideration given to lighting and/or special effects.	Photos are in focus; photos display correct exposure values, white balance, and/or range of tones; images exhibit some attention to lighting and/or the use of special effects.	Photo subject(s) are in sharp focus; blurriness is used effectively to enhance the composition; photos display correct exposure values, white balance, and/or range of tones; images are enhanced by attention to lighting and/or the use of special effects.	
Emotional Impact (X1)	The images are flat and lack emotional depth; viewers are not drawn into the scene; images do not clearly convey the theme/challenge.	The images show some emotional depth; viewers make an emotional connection with the images/pictures and are drawn into the scene or learn something from the subject(s); images convey the competition theme/challenge.	The images show emotional depth; viewers make an instant emotional connection with the pictures and are drawn into the scene or learn something from the subject(s); images clearly convey the competition theme/challenge.	
Written Statements (X1)	A written statement may or may not accompany each photo, and/or the statement includes only some of the photo's meta data (camera make/model, f/stop, exposure time, ISO speed, focal length), and/or an explanation of the relevance of the image to the challenge is not present and/or is written poorly.	A written statement accompanies each photo; the statement includes most of the photo's meta data (camera make/model, f/stop, exposure time, ISO speed, focal length); an explanation of the relevance of the image to the challenge is included.	A written statement accompanies each photo; the statement includes the photo's meta data (camera make/model, f/stop, exposure time, ISO speed, focal length); an explanation of the relevance of the image to the challenge is presented in a clear and concise manner.	
SEMIFINAL CHALLENGE SUBTOTAL (70 points)				

Record scores
in the column
spaces below.

SEMIFINAL PRESENTATION/INTERVIEW (79 points)			
CRITERIA	Minimal performance	Adequate performance	Exemplary performance
	1-4 points	5-8 points	9-10 points
Organization Use of visual materials (X1)	Participant seems unorganized and unprepared for the presentation/interview; illogical explanation of the photographs and/or stylistic elements is presented.	Participant is generally prepared for the presentation/interview; explanation of photographs and/or stylistic elements is communicated and generally organized.	The presentation/interview is logical, well organized, and easy to follow; explanation of the photographs and/or stylistic elements are communicated in an organized and concise manner.
Knowledge (X1)	Participant seems to have little understanding of the stylistic photographic elements used.	Participant exhibits an understanding of the stylistic photographic elements used in their project; the presentation is for the most part, logical and/or clear.	Participants show clear evidence of a thorough understanding of the stylistic photographic elements; the presentation is concise and logical.
Articulation (X1)	The presentation/interview lacks clarity, and/or there is insufficient information provided describing the process.	The presentation/interview is somewhat logical, easy-to follow, and/or there is sufficient information describing the process.	The presentation/interview is clear, concise, and there is ample information describing the process.
Integration of theme (X2)	The current theme is not demonstrated in the product.	The current theme is adequately demonstrated in the product.	The current theme is exceptionally well demonstrated in the product.
Delivery (X1)	The participant is verbose and/or uncertain in his/her presentation/interview; participants' posture, gestures, and lack of eye contact diminish the presentation/interview.	The participant is somewhat well-spoken and clear in his/her presentation/interview; participants' posture, gestures, and eye contact are acceptable in the presentation/interview.	The participant is well-spoken and distinct in its presentation/interview; the participants' posture, gestures, and eye contact result in a polished, natural, and effective presentation/interview.
LEAP Response (19 points; 10% of the total event points)	The individual's efforts are not clearly communicated, lack detail, and are unconvincing; few, if any, attempts are made to identify and incorporate the SLC Practices.	The individual's efforts are adequately communicated, include some detail, are clear, and are generally convincing; identification and incorporation of the SLC Practices are satisfactory.	The individual's efforts are clearly communicated, fully-detailed, and convincing; identification and incorporation of the SLC Practices are excellent.
SEMIFINAL PRESENTATION/INTERVIEW SUBTOTAL (79 points)			

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

SEMIFINAL SUBTOTAL (149 points)

To arrive at the **TOTAL** score, add any subtotals and subtract rules violation points, as necessary. **TOTAL (209 points)**

Comments: _____

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

JUDGE

Printed name: _____ Signature: _____

LEADERSHIP STRATEGIES

2020 & 2021 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

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Completed LEAP Response is present

ENTRY NOT EVALUATED

PRESENTATION (80 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
Communication of problem (X1)	It is difficult to understand the problem being communicated.	The problem is communicated in a somewhat organized and/or concise manner.	Communication of the problem is presented in an organized, clear, and concise manner.	
Communication of solution (X1)	It is difficult to understand the solution being communicated.	The solution is communicated in a somewhat organized and/or concise manner.	Communication of the solution is presented in an organized, clear, and concise manner.	
Impact (X2)	The presentation is unconvincing, uninteresting, and/or lacks compelling and attention-holding ideas.	The presentation is somewhat convincing, with generally interesting ideas.	The presentation is convincing, with compelling and attention-holding ideas.	
Team participation (X2)	The majority of the delivery is made by one member of the team; the partner(s) are disengaged from the presentation.	Team members generally are engaged in the process, though one member may take on more responsibility than the other(s).	All team members are equally and actively involved in the presentation.	
Team presence (X1)	The team's appearance is unprofessional, sloppy, and inappropriate.	The team's appearance is adequate, appropriate, and professional.	The team's appearance is appropriate, professional, and polished.	
Delivery (X1)	The team is verbose and/or uncertain in its presentation; participants' posture, gestures, and lack of eye contact diminish the presentation.	The team is somewhat well-spoken and distinct in its presentation; participants' posture, gestures, and eye contact are acceptable in the presentation.	The team is well-spoken and distinct in its presentation; participants' posture, gestures, and eye contact result in a polished, natural, and effective presentation.	
PRESENTATION SUBTOTAL (80 points)				

Record scores
in the column
spaces below.

TIME DEDUCTIONS

One (1) point per ten (10)-second interval is to be deducted for speaking under the three (3) minutes or over the five (5) minutes allotted for the presentation. Presentation time commences when the first presenter begins speaking.

PRESENTATION DELIVERY TIME

TOTAL TIME DEDUCTION POINTS

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

Indicate the rule violated: _____

PRELIMINARY SUBTOTAL (80 points)

SEMIFINAL LEAP RESPONSE (8 points)

CRITERIA	Minimal performance	Adequate performance	Exemplary performance
LEAP Response (10% of total event points)	The team's efforts are not clearly communicated, lack detail, and are unconvincing; few, if any, attempts are made to identify and incorporate the SLC Practices.	The team's efforts are adequately communicated, include some detail, are clear, and are generally convincing; identification and incorporation of the SLC Practices are satisfactory.	The team's efforts are clearly communicated, fully-detailed, and convincing; identification and incorporation of the SLC Practices are excellent.

SEMIFINAL LEAP RESPONSE SUBTOTAL (8 points)

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

Indicate the rule violated: _____

SEMIFINAL SUBTOTAL (8 points)

To arrive at the **TOTAL** score, add any subtotals and subtract rules violation points, as necessary. **TOTAL (88 points)**

Comments:

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

JUDGE

Printed name: _____ Signature: _____

ON DEMAND VIDEO

2019 & 2020 OFFICIAL RATING FORM

HIGH SCHOOL

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Go/No Go Specifications

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- The video is included, in the correct format and is capable of being played using VLC Media Player.
- Student Copyright Checklist is included and in the correct format.
- Completed LEAP Report is present.
- ENTRY NOT EVALUATED

PRODUCTION (100 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
Camera handling (X1)	Serious problems with focus, steadiness, and framing are evident.	Most shots are clearly focused and framed, with adequate close-ups included.	Steady and creative shots that enhance the video are utilized, and excellent close-ups are included.	
Lighting (X1)	Numerous shots are improperly lit; bleaching, shadows, or unbalanced conditions may be evident in some shots; there is no evidence of an attempt to correct problems.	Most shots are properly lit, either through ambient lighting or the use of techniques to correct poor lighting conditions.	All shots are well lit, either through ambient lighting or the use of techniques to correct poor lighting conditions.	
Audio (X1)	Audio may be unclear, distorted, or washed out from poor signal-to-noise ratio; there is evidence of the use of a built-in camera microphone that detracts from the message.	The audio is clear, with consideration given to a good signal-to-noise ratio; background or ambient noise may occasionally be a distraction.	The audio is clear and recorded with good signal-to-noise ratio, displaying skillful microphone choice, placement, and technique.	
Continuity and pacing (X2)	The story sequencing is confusing; shots are too long or “clipped,” with edit points appearing “glitchy.”	The pace and timing are well structured; clips move along and tell the story, with moderate use of transitions.	Shots logically pace the story along in an interesting way, with an excellent and purposeful use of transitions.	
Video effectiveness (X2)	The video does not meet project goals, presents an unclear message, and/or is sloppy overall.	The video topic is presented with insights; the video adequately meets the objective.	The video is clearly focused, with a rich variety of supporting material.	
Aesthetics and artisanship (X1)	The work is unorganized and sloppy.	The work provides an organized and logical presentation of essential issues.	The work provides an exemplary use of layout and design principles to logically communicate important data.	
Use of required props (X1)	Props incorporated in the video appear as an afterthought.	Props incorporated in the video add some artistic value and tend to further the plot.	Props are integral to the production’s plot and artistic value.	
Use of required dialogue (X1)	The line of dialogue is not well incorporated in the production, and/or the dialogue is not in sync with the plot.	The line of dialogue is adequately incorporated and somewhat essential to the production’s plot.	The line of dialogue is communicated effectively and is integral to the production’s plot.	
PRODUCTION SUBTOTAL (100 points)				

ON DEMAND VIDEO

Rules violations (a deduction of 20% of the total possible points for the above sections) must be initiated by the judge, coordinator, and manager of the event. Record the deduction in the space to the right. Indicate the rule violated: _____	
A time violation (a deduction of five [5] points) will be incurred for exceeding the sixty (60)-second time limit for the length of the video. Record the deduction in the space to the right.	

PRELIMINARY SUBTOTAL (100 points)	
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SEMIFINAL LEAP INTERVIEW (10 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
LEAP Report/ Interview (10% of the total event points)	The team's efforts are not clearly communicated, lack detail, and/ or are unconvincing; few, if any, attempts are made to identify and/or incorporate the SLC Practices and Behaviors.	The team's efforts are adequately communicated, include some detail, are clear, and/or are generally convincing; identification and/or incorporation of the SLC Practices and Behaviors is adequate.	The team's efforts are clearly communicated, fully-detailed, and convincing. Identification and/or incorporation of the SLC Practices and Behaviors is excellent.	
SEMIFINAL LEAP INTERVIEW SUBTOTAL (10 points)				

Rules violations (a deduction of 20% of the total possible points for the above sections) must be initiated by the judge, coordinator, and manager of the event. Record the deduction in the space to the right. Indicate the rule violated: _____	
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To arrive at the TOTAL score, add any subtotals and subtract rules violation points, as necessary.	TOTAL (110 points)
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Comments:

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

JUDGE

Printed name: _____ Signature: _____

PROBLEM SOLVING

2020 & 2021 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

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- If a check mark is placed in the ENTRY NOT EVALUATED box, the entry is not to be judged.

- Toolbox present and meets size requirements
- Safety glasses are worn on each team member
- Completed LEAP response is present
- ENTRY NOT EVALUATED

TESTING OF SOLUTION (60 points)					
Evaluation: A finite unit of measure, such as elapsed time, linear distance, and/or strength, etc. is used to determine ranking for this event.					
1st: 60 Points	2nd: 55 Points	3rd: 50 Points	4th: 45 Points	5th: 40 Points	6th: 35 Points
7th: 30 Points	8th: 25 Points	9th: 20 Points	10th: 15 Points	11th: 10 Points	12th: 5 Points
TESTING OF SOLUTION SUBTOTAL (60 points)					

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 (60 points)

SEMIFINAL LEAP RESPONSE (6 points)			
CRITERIA	Minimal performance	Adequate performance	Exemplary performance
LEAP Response (10% of the total event points)	The team’s efforts are not clearly communicated, lack detail, and are unconvincing; few, if any, attempts are made to identify and incorporate the SLC Practices.	The team’s efforts are adequately communicated, include some detail, are clear, and are generally convincing; identification and incorporation of the SLC Practices are satisfactory.	The team’s efforts are clearly communicated, fully-detailed, and convincing; identification and incorporation of the SLC Practices are excellent.
SEMIFINAL LEAP RESPONSE SUBTOTAL (6 points)			

PROBLEM SOLVING

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 (6 points)

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

TOTAL (66 points)

Comments:

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

JUDGE

Printed name: _____ Signature: _____

PROMOTIONAL DESIGN

2019 & 2020 OFFICIAL RATING FORM HIGH 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.
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- Entry is submitted in the designated folder (9½" x 12" when closed).
 - Entry contains the required four to five (4-5) items.
 - No obvious templates are present in the entry.
 - All permission forms are present.
 - Completed LEAP Report is present.
 - ENTRY NOT EVALUATED

STATIC ENTRY (110 points)

PROMOTIONAL FOLDER COVER (Cover Graphic) (40 points)

CRITERIA	Minimal performance	Adequate performance	Exemplary performance	Record scores in the column spaces below.
	1-4 points	5-8 points	9-10 points	
Appropriateness of graphic design (X1)	The design has little connection to or is inadequate in conveying the essence of the design challenge; logo(s) are poorly placed or of poor quality.	The design has a general connection to the challenge; logo(s) are present.	The design is appropriate and effectively addresses the theme; logo(s) are present and appropriately placed.	
First impressions (sharp, clean edges of graphics and fonts; entry is clear of smudges, smears, pencil or other extraneous marks) (X1)	The design is messy and/or damaged, and leaves an unfavorable impression.	The design is neat, with adequate attention to detail.	The design is eye-catching and compelling; attention to detail is very evident.	
Use of color (X1)	The graphic has less than three colors; colors used clash or distract from the graphic.	The graphic has three colors, and they generally work well together.	The effective choice of colors creates an appealing graphic.	
Fonts (readable, have eye appeal, appropriate dimension and placement) (X1)	Font choice, size, and placement are ineffective in creating an aesthetically pleasing design.	Font choice and size are appropriate and incorporated somewhat effectively in the design.	Font choice and size are appropriate, and the location of text is effectively incorporated in the aesthetics of the design.	
PROMOTIONAL FOLDER COVER SUBTOTAL (40 points)				

Record scores
in the column
spaces below.

PROMOTIONAL FOLDER CONTENTS (70 points)			
CRITERIA	Minimal performance	Adequate performance	Exemplary performance
	1-4 points	5-8 points	9-10 points
Appropriateness of graphic products (X1)	The included graphic products have little connection to the intent of the folder's target audience.	The included graphic products are appropriate to the intended audience and have generally useful content.	The included graphic products clearly connect with the intention of the promotional packet and its intended audience, providing useful, related content.
Unity of design (X1)	The complete packet has little obvious unity of design throughout the included items.	The complete packet demonstrates a general sense of unity of design throughout the included items.	The complete packet demonstrates an obvious unity of design that repeats throughout the included items.
Incorporation of graphic design principles (alignment, contrast, unity, white space, balance, and proportion) (X1)	The included graphic products incorporate or embody few, if any, of the design principles.	The included graphic products are somewhat pleasing but may be missing one or two design principles; the products have a layout that is generally aesthetically pleasing.	The included graphic products are clearly unique and aesthetically pleasing, with all graphic design principles incorporated in the overall design and layout.
Grammar/spelling (X1)	Many misspelled words are present, and grammar is poor.	Spelling and grammar are mostly correct.	Proper grammar and spelling are evident.
Graphic images (X1)	Images have little connection to the essence of the challenge; logo(s) are poorly placed or of poor quality.	Images have general connections to the challenge; logo(s) are present.	Images are appropriate and effectively address the challenge; logo(s) are present and appropriately placed.
Use of color (X1)	Graphic has less than three colors; colors used clash or distract from the graphic.	Graphic has three colors, and they generally work well together.	The effective choice of colors creates an appealing graphic.
Fonts (readable, have eye appeal, appropriate dimension and placement) (X1)	Font choice, text size, and placement are ineffective in creating an aesthetically pleasing design.	Font choice is appropriate and incorporated somewhat effectively in the design.	Font choice and size are appropriate, and the location of text is effectively incorporated in the aesthetics of the design.
PROMOTIONAL FOLDER CONTENTS SUBTOTAL (70 points)			

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 (110 points)

PROMOTIONAL DESIGN

SEMIFINAL PROBLEM (40 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
Layout and design (X1)	The design inadequately incorporates the design principles of alignment, consistency, contrast, unity, or white space.	The design incorporates most design principles; overall layout is generally aesthetically pleasing.	An aesthetically pleasing design is provided, with all design principles incorporated in the layout and design.	
Solution to project (X1)	Three or more attributes of the solution's criteria are missing.	Most attributes of the solution's criteria are included.	All attributes of the solution's criteria are evident.	
Effectiveness (X1)	The solution inadequately conveys the intended message, and/or it contains unrelated text/graphics.	The solution conveys the intended message appropriately, and it uses text and/or graphics generally well.	The solution's message is easily understood and interpreted, with exceptional use of related graphics and text.	
Originality (X1)	The finished product is ordinary, plain, and unimaginative in design.	The finished product shows some effort to be imaginative and original.	The final product is truly unique and shows creativity.	
SEMIFINAL PROBLEM SUBTOTAL (40 points)				

SEMIFINAL LEAP INTERVIEW (15 points)				Record scores in the column spaces below.
CRITERIA	Minimal performance	Adequate performance	Exemplary performance	
	1-4 points	5-8 points	9-10 points	
LEAP Report/ Interview (10% of total event points)	The individual's efforts are not clearly communicated, lack detail, and/or are unconvincing. Few, if any, attempts are made to identify and/or incorporate the SLC Practices and Behaviors.	The individual's efforts are adequately communicated, include some detail, are clear, and/or are generally convincing. Identification and/or incorporation of the SLC Practices and Behaviors is adequate.	The individual's efforts are clearly communicated, fully-detailed, and convincing. Identification and/or incorporation of the SLC Practices and Behaviors is excellent.	
SEMIFINAL LEAP INTERVIEW SUBTOTAL (15 points)				

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 (55 points)

To arrive at the TOTAL score, add any subtotals and subtract rules violation points, as necessary. **TOTAL (165 points)**

Comments:

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

JUDGE

Printed name: _____ Signature: _____