

**JUDGING SHEET**

# Contest K: Advertising



**STEP 1:** please fill in student code here (for instance, "432K-AZ")

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# K-

PLACE		
FIRST	SECOND	THIRD
HONORABLE MENTION		NO AWARD

**STEP 2:** please score the entry with these criteria

+	Area of Strength	✓	Adequate	-	Area of Weakness
1	+ ✓ -				Does the advertisement attempt to sell a specific product or service?
2	+ ✓ -				Are ads designed to highlight key elements of the advertisement?
3	+ ✓ -				Are ads neat and attractive, making use of graphic elements such as photos and artwork?
4	+ ✓ -				Does the designer make a conscientious effort to include major copy points?
5	+ ✓ -				Does the designer show awareness of the client's needs?
6	+ ✓ -				Does the ad have a definite focus?
7	+ ✓ -				Does the designer adhere to size requirements?
8	+ ✓ -				Does the ad appeal to targeted audience?

**STEP 3:** please mark placing above  
(three honorable mentions per category are required)

**AREAS OF STRENGTH**

**AREAS OF WEAKNESS**

ENTRY DISQUALIFICATION	
<i>Judge: please list &amp; explain reason for disqualification</i>	
did not comply to instructions entered into incorrect category link did not lead to file another reason	please explain

**STEP 4:** please staple to **BACK** of student materials