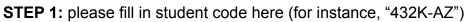
JUDGING SHEET

Contest K: Advertising







| | PLACE | |
|--------|----------|-------|
| FIRST | SECOND | THIRD |
| HONORA | NO AWARD | |

STEP 2: please score the entry with these criteria

| + A | rea of S | treng | ıth | ✓ Adequate | - Area of Weakness |
|-----|----------|----------|-----|--------------------------------------|---|
| 1 | + | ✓ | _ | Does the advertis specific product o | sement attempt to sell a or service? |
| 2 | + | ✓ | _ | Are ads designed ments of the adve | to highlight key ele- ertisement? |
| 3 | + | ✓ | - | | attractive, making use nts such as photos and |
| 4 | + | ✓ | _ | | r make a conscientious najor copy points? |
| 5 | + | ✓ | _ | Does the designe the client's needs | r show awareness of ? |
| 6 | + | ✓ | _ | Does the ad have | a definite focus? |
| 7 | + | ✓ | _ | Does the designe quirements? | r adhere to size re- |
| 8 | + | √ | _ | Does the ad appe ence? | eal to targeted audi- |

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

AREAS OF STRENGTH

AREAS OF WEAKNESS

| ENTRY DISQUALIFICATION | | | | | | | |
|--|----------------|--|--|--|--|--|--|
| Judge: please list & explain reason for disqualification | | | | | | | |
| did not comply to instructions | please explain | | | | | | |
| entered into incorrect category | | | | | | | |
| link did not lead to file | | | | | | | |
| another reason | | | | | | | |