

NIPA Mail-in contest
 Judging Form
 Critique Form – 1 per entry

Contestant Name _____
 Entry ID _____
 School Name _____

14. Advertising critique form

This rubric is used as a guide when judging entries and provides feedback to contestant. This form is limited in its ability to effectively rank entries, but it helps judges to note special creative elements that might push an entry over another. A high score does not necessarily mean a high finish in the category.

COMMENTS

Necessary space provided	1	2	3	4					
No distractions	1	2	3	4					
Carefully polished and concise	1	2	3	4					
Interesting manner	1	2	3	4					
Suitable design for subject	1	2	3	4					
Clarity of message	1	2	3	4					
Readability in design/colors	1	2	3	4					
Informative and specific	1	2	3	4					
Overall Appeal	1	2	3	4	5	6	7	8	

TOTAL: /40

SUGGESTIONS