

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

Contestant Name \_\_\_\_\_  
 Entry ID \_\_\_\_\_  
 School Name \_\_\_\_\_

**38. Advertising spread 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 the 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**