

Judging Rubric for Information Technology 1-4

Criteria	Above Average – Excellent	Average	Poor – Fair	Points Earned
Design—15%				
(15 points)	Design is of high quality. (10 to 15 points)	Design is of moderate quality. (7 to 9 points)	Design is of low quality. (0 to 6 points)	
Content—15%				
(15 points)	Content is of high quality. (10 to 15 points)	Content is of moderate quality. (7 to 9 points)	Content is of low quality. (0 to 6 points)	
Technical quality—15%				
(15 points)	Technical quality is above average to excellent. (10 to 15 points)	Technical is quality sufficient. (7 to 9 points)	Technical quality is lacking. (0 to 6 points)	
Use of medium—15%				
(15 points)	Ideal choice of medium for the content and purpose (10 to 15 points)	Appropriate medium selected for content and purpose (7 to 9 points)	Medium selected not appropriate or best suited for content and purpose (0 to 6 points)	
Marketing/promotion—10%				
(10 points)	Marketing and promotion well planned and executed (7 to 10 points)	Marketing and promotion sufficient (5 to 6 points)	Marketing and promotion insufficient (0 to 4 points)	
Evaluation—15%				
(15 points)	Thorough evaluation (10 to 15 points)	Some evaluation (7 to 9 points)	No evaluation (0 to 6 points)	
Effectiveness—15%				
(15 points)	Achieved goals/purpose (10 to 15 points)	Somewhat achieved goals/purpose (7 to 9 points)	Did not achieve goals/purpose (0 to 6 points)	
Total points				
Rank (Gold/Silver/Bronze/None)				