

## Judging Rubric for Information Technology 1-4

Criteria	Above Average – Excellent	Average	Poor – Fair	Points Earned
<b>Design—15%</b>				
(15 points)	Design of high quality (10 to 15 points)	Design of moderate quality (7 to 9 points)	Design of low quality (0 to 6 points)	
<b>Content—15%</b>				
(15 points)	Content of high quality (10 to 15 points)	Content of moderate quality (7 to 9 points)	Content of low quality (0 to 6 points)	
<b>Technical quality—15%</b>				
(15 points)	Technical quality above average to excellent (10 to 15 points)	Technical quality sufficient (7 to 9 points)	Technical quality lacking (0 to 6 points)	
<b>Use of medium—15%</b>				
(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)	
<b>Marketing/promotion—10%</b>				
(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)	
<b>Evaluation—15%</b>				
(15 points)	Thorough evaluation (10 to 15 points)	Some evaluation (7 to 9 points)	No evaluation (0 to 6 points)	
<b>Effectiveness—15%</b>				
(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)	
<b>Total points</b>				
<b>Rank (Gold/Silver/Bronze/None)</b>				