

Judging Rubric for Information Technology 1-4

| Criteria | Above Average – Excellent | Average | Poor – Fair | Points Earned |
|---------------------------------------|---|--|---|---------------|
| Design—15% | | | | |
| (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) | |
| Content—15% | | | | |
| (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) | |
| Technical quality—15% | | | | |
| (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) | |
| 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) | | | | |