



FBLA GRAPHIC DESIGN

Performance Rating Sheet

Preliminary Round Final Round

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
	0	○	7	○	14	○	20	○		
Description of the promotional materials	Promotional materials not described and/or one or more elements are missing or incomplete		At least one of the promotional materials described		All promotional materials described		All promotional materials described and the presenters connect the different pieces together			
	0	○	7	○	14	○	20	○		
Explains the design and development process	No explanation or description of the design and development process		Explains the design OR development process		Explain both the design and the development process		Expert industry explanation of both design and development process			
	0	○	7	○	14	○	20	○		
Create interest and desire for the design	Does not create interest or desire for the design		Describes two or more features of the design that would assist in selling the product		Describes four or more features of the design that would assist in selling the product		Describes at least four features that would assist in selling the product and identify how the design is connected to the existing brand of the company			
	0	○	7	○	14	○	20	○		
Consistency in graphic design to theme	Consistency in graphic design to theme not addressed		Explains how graphic design is consistent with theme		Demonstrates with visual aids the consistency between graphic design and theme		Emphasize interpretation of the topic and design as it relates to graphic design and theme including use of visual aids			
	0	○	7	○	14	○	20	○		

Delivery Skills

Statements are well-organized and clearly stated	Presenter(s) did not appear prepared		Presenter(s) were prepared, but flow was not logical		Presentation flowed in logical sequence		Presentation flowed in a logical sequence, statements were well organized			
	0	○	1	○	3	○	5	○		
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter(s) did not demonstrate self-confidence		Presenter(s) demonstrated self-confidence and poise		Presenter(s) demonstrated self-confidence, poise, and good voice projection		Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness			
	0	○	1	○	3	○	5	○		
Demonstrates the ability to effectively answer questions	Unable to answer questions		Does not completely answer questions		Completely answers questions		Interacted with the judges in the process of completely answering questions			
	0	○	3	○	7	○	10	○		
Performance Subtotal (100 max)										

Penalty Points (Mark all that apply)

Time over 7 minutes	-5	○	Dress Code not followed	-5	○	Event Guidelines not followed	-5	○	Total Penalty	-	
Grand Total											

Name(s): _____

School: _____

State: _____

Judge's Signature: _____

Date: _____