



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 event topic and materials | Materials not described and/or one or more elements are missing or incomplete | | Event topic and at least one of the materials described | | Event topic and all materials described | | All 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 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: _____