

JUDGING SUB CATEGORY	DESIGN: CLARITY & QUALITY	TEAM ID	
PRIMARY EVIDENCE	TEAM PORTFOLIO: SECTION A & B	TEAM NAME	
SECONDARY EVIDENCE	NIL	SCHOOL	
CRITERIA	6	COMPETITION CLASS	

Criteria	Low	Developing	Advanced	Score
	0 1	2 3	4 5	/5
6.1 Production Quality of Materials	Poor quality	Basic printing and binding.	Quality printed document on quality paper in appropriately durable binding	/5
6.2 Production Quality of Content	Missing documentation	Basic documentation provided.	Correct number of pages. All required documentation included and professionally presented. Car rendering and team logo on cover page in keeping with branding.	/5
6.3 Content Organisation	Disorganised content	Some content organisation	Highly organised and managed portfolio content with logical structure and flow of information.	/5
6.4 Layout Design	Distracting imperfections weaken the work	Some layout design format attempted.	Well formatted layout design consistently applying margins, alignment, spacing, graphics and design elements with consideration of visual balance and flow. All pages optimally used and uncluttered. Creative style realised.	/5
6.5 Typography	Font choices distracting or weaken the work	Some consideration for type treatment.	Consistent use of typography with appropriate choices and limited number of text and headline font sizes, styles, colours and hierarchy. In keeping with branding. Easy to read.	/5
6.6 Photos & Images	Poor quality or use of images. No captioning.	Basic quality and use of images. Some reasonably concise captioning.	Justified use of excellent, un-pixelated, clear, undistorted photos and images that are concisely and accurately captioned. Properly sized, coloured and integrated with text to illustrate key messages. Considers branding.	/5
6.7 Creative Graphics (Visual effects and infographics)	Poor graphics and/or execution. No captioning.	Graphics attempted with some success. Some reasonably concise captioning.	Justified, well executed and placed, un-pixelated, undistorted graphics that are concisely and accurately captioned. Consistent use of colour/ tones/ shapes, without visual overload, in keeping with branding.	/5
6.8 Editing/Proofreading	Error ridden. Poor attempt at proofreading.	Good attempt with additional editing required for clarity.	No errors detected in text and graphics	/5
6.9 Referencing/Plagiarism	Obvious failures in referencing.	Some attempt at referencing. Some errors evident.	No detected plagiarism with excellent use of referencing for author's written word, graphics/photos and video sources etc.	/5
6.10 Writing & Readability	Difficult to understand. Unable to read.	Does not sustain reading or interest. Does not 'flow'.	Concise, appropriate, grammatically correct text, captions, and headlines. Inviting and engaging. Sustains the reader's interest.	/5
Design Clarity & Quality GRAND TOTAL				/50

EVENT NAME:	
TEAM:	TEAM ID:
Three (3) things you should continue to do:	
1	
2	
3	
Three (3) things that would most improve your participation:	
1	
2	
3	