

CASE DISTRICT VI AWARDS 2003

D-1 through D-3

Entry Title _____

Institution _____

Criteria: Base score on entry and answers provided in entry abstract	Maximum points	Points
1. Creativity/overall impression	15	
2. Research/planning	15	
3. Writing	20	
4. Design/photography	20	
5. Printing quality	10	
6. Results based on goals and objectives	20	

Judge's Initials	Judge's Score

CASE DISTRICT VI AWARDS 2003

D-4

Entry Title _____

Institution _____

Criteria: Base score on entry and answers provided in entry abstract	Maximum points	Points
1. Overall impression of new publications vs. old publications	30	
2. Improvement in writing quality	20	
3. Improvement in design/photographic quality	20	
4. Appropriateness and impact of change	30	



Judge's Initials	Judge's Score

CASE DISTRICT VI AWARDS 2003

E-1 through E-4

Entry Title _____

Institution _____

Criteria: Base score on entry and answers provided in entry abstract	Maximum points	Points
1. Creativity/overall impression	15	
2. Research/planning	15	
3. Writing	20	
4. Design/photography	20	
5. Printing quality	10	
6. Results based on goals and objectives	20	

Judge's Initials	Judge's Score

CASE DISTRICT VI AWARDS 2002

F-1 through F-7

Entry Title _____

Institution _____

Criteria: Base score on entry	Maximum points	Points
1. Coherent and organized presentation of subject matter	20	
2. Appropriate writing style for subject matter	25	
3. Creativity	25	
4. Overall effectiveness	30	



Judge's Comments

Judge's Initials	Judge's Score

CASE DISTRICT VI AWARDS 2002

G-1 through G-13

Entry Title _____

Institution _____

Criteria: Base score on entry	Maximum points	Points
1. Effective presentation of information	15	
2. Effective use of elements such as illustration and/or photography	15	
3. Typography	15	
4. Effective use of color	15	
5. Creativity	20	
6. Overall effectiveness	20	

Judge's Comments

Judge's Initials	Judge's Score

CASE DISTRICT VI AWARDS 2003

G-14

Entry Title _____

Institution _____

Criteria: Base score on entry and answers provided in entry abstract	Maximum points	Points
1. Effective presentation of information	10	
2. Design creativity	20	
3. Production creativity	20	
4. Effective use of resources	30	
5. Overall effectiveness	20	



Judge's Initials	Judge's Score

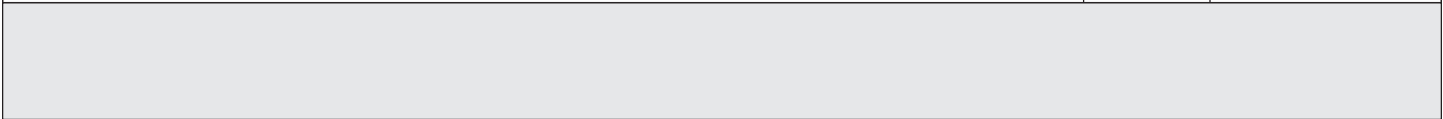
CASE DISTRICT VI AWARDS 2003

G-15

Entry Title _____

Institution _____

Criteria: Base score on entry and answers provided in entry abstract	Maximum points	Points
1. Effective presentation and organization of information	25	
2. Effective use of writing	15	
3. Effective use of design	15	
4. Creativity in presenting information	25	
5. Overall effectiveness	20	



Judge's Initials	Judge's Score

CASE DISTRICT VI AWARDS 2002

H-1 and H-2

Entry Title _____

Institution _____

Criteria: Base score on entry	Maximum points	Points
1. Composition	25	
2. Creativity	25	
3. Technical quality	25	
4. Overall impact/effectiveness	25	



Judge's Comments

Judge's Initials	Judge's Score

CASE DISTRICT VI AWARDS 2002

H-3

Entry Title _____

Institution _____

Criteria: Base score on entry	Maximum points	Points
1. Composition	20	
2. Creativity	20	
3. Technical quality	20	
4. Continuity within series	20	
5. Overall impact/effectiveness	20	

Judge's Comments

Judge's Initials	Judge's Score

CASE DISTRICT VI AWARDS 2003

I-1 through I-6

Entry Title _____

Institution _____

Criteria: Base score on entry and answers provided in entry abstract	Maximum points	Points
1. Appropriateness to target market and goals	20	
2. Creativity in concept	15	
3. Creativity in design and writing	15	
4. Production values/quality	15	
5. Effective use of media chosen	15	
6. Results based on goals and objectives	20	

Judge's Initials	Judge's Score

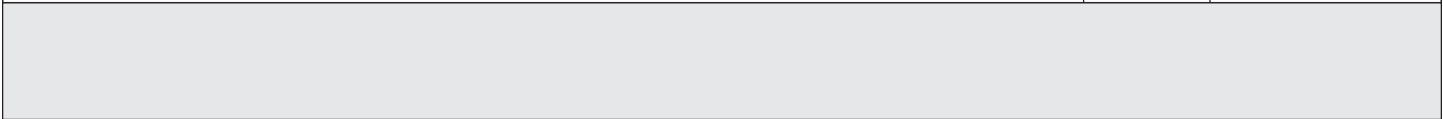
CASE DISTRICT VI AWARDS 2003

J-1 and J-2

Entry Title _____

Institution _____

Criteria: Base score on entry and answers provided in entry abstract	Maximum points	Points
1. Appropriateness to target market and goals	20	
2. Creativity	20	
3. Production values/quality	20	
4. Effective use of media chosen	20	
5. Results based on goals and objectives	20	



Judge's Initials	Judge's Score

CASE DISTRICT VI AWARDS 2003

J-3 through J-6

Entry Title _____

Institution _____

Criteria: Base score on entry and answers provided in entry abstract	Maximum points	Points
1. Appropriateness to target market and goals	15	
2. Organization/navigation	15	
3. Effective use of graphics	15	
4. Effective use of research	15	
5. Overall user experience	20	
6. Results based on goals and objectives	20	

Judge's Initials	Judge's Score

CASE DISTRICT VI AWARDS 2003

K-1 and K-2

Entry Title _____

Institution _____

Criteria: Base score on entry and answers provided in entry abstract	Maximum points	Points
1. Appropriateness of media placements to objectives	30	
2. Effective use of news releases or other tools	20	
3. Creativity used in achieving placements	20	
4. Results based on goals and objectives	30	



Judge's Initials	Judge's Score

CASE DISTRICT VI AWARDS 2003

K-3 and K-4

Entry Title _____

Institution _____

Criteria: Base score on entry and answers provided in entry abstract	Maximum points	Points
1. Effective planning/strategy to meet objectives	20	
2. Effective use of research	15	
3. Effective use of resources	15	
4. Creativity in developing and implementing project	25	
5. Results and overall effectiveness	25	



Judge's Initials	Judge's Score