

2019 NJ TSA PIN DESIGN CHALLENGE (continued)

Design Artwork (70 points)

CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
Dominance (X1)	Eyes are drawn away from what should have been the focal point by some other component of the graphic.	An attempt is made to use a graphic component that will draw attention to the design's main idea, but the result is confusing.	The design's main components draw eyes to the appropriate location and/or focal point of graphic.
Incorporation of graphic design principles (X2)	Design principles (alignment, consistency, contrast, unity, white space) are not incorporated adequately into the graphic, and/or they are considered as an afterthought.	Graphic is missing one (1) or two (2) design principles (alignment, consistency, contrast, unity, white space), but the overall layout is aesthetically pleasing.	Graphic is aesthetically pleasing and all design principles are well incorporated into the design and layout.
SUBTOTAL (70 points)			

Rules violations (a deduction of 20% of the total possible points) must be initialed by the evaluator, coordinator and manager of the event. Record the deduction in the space to the far right.

Indicate the rule violated: _____

(To arrive at TOTAL score, add any subtotals and subtract rules violation points, as necessary. Check your math twice!) **TOTAL (100 points)**

Comments:

I certify these results to be true and accurate to the best of my knowledge.

Evaluator

Printed name: _____

Signature: _____