

EVALUATION CRITERIA FOR NJLA PUBLIC RELATIONS AND MARKETING AWARDS

Category	Points	Comments
Communication		
Clarity	1 2 3 4 5 6 7 8 9 10	
Grammar	1 2 3 4 5 6 7 8 9 10	
On Target	1 2 3 4 5 6 7 8 9 10	
Readability	1 2 3 4 5 6 7 8 9 10	
Design		
Creativity	1 2 3 4 5 6 7 8 9 10	
Originality	1 2 3 4 5 6 7 8 9 10	
Aesthetics		
Balance	1 2 3 4 5	
Color	1 2 3 4 5	
Contrast	1 2 3 4 5	
Font	1 2 3 4 5	
Functionality	1 2 3 4 5	
Proportion	1 2 3 4 5	
Total		