

State Conference Banner Contest Rubric

School Name: _____

(school check-off below is to be highlighted in yellow only and turned in at registration)

(Full School Name)

Category	Excellent	Great	Needs Improvement	Not Evident/Not Appropriate
Construction Guidelines and Elements of Conference Logo	<p>Banner is submitted fully assembled and ready to display. Banner is in a vertical orientation. Banner (and/or materials) do not exceed the maximum 2 x 3 ft dimensions.</p> <ul style="list-style-type: none"> - The banner video does not exceed 15 seconds - The banner is carried by no more than 2 students. - The banner carriers stop, holding the banner still, with the entire banner on the screen, directly facing the camera for 7 seconds (of the 15 seconds). <p style="text-align: right;"><i>10 points</i></p>			<p>Banner is not submitted fully assembled and ready to display.</p> <p>Banner is not in a vertical orientation.</p> <p>Banner (and/or materials) exceed the maximum 2 x 3 ft dimensions.</p> <p>Banner video exceeds 15 second time limit</p> <p style="text-align: right;"><i>Disqualified</i></p>
Depiction of Conference Theme	<p>The school's depiction of the conference theme skillfully / creatively showcases leadership concept(s)</p> <p style="text-align: right;"><i>40 points</i></p>	<p>The school's depiction of the conference theme begins to build or showcase leadership concepts.</p> <p style="text-align: right;"><i>30 points</i></p>	<p>All required elements of the conference logo are included.</p> <p style="text-align: right;"><i>20 points</i></p>	<p>Required elements of the conference logo are missing.</p> <p style="text-align: right;"><i>0 points</i></p>
Individual Interpretation AND Use of your School Colors, Mascot, and School Name	<p>Evidence that the school has applied a unique interpretation of the conference theme as it connects to your particular school council, (beyond the use of colors, mascot, and name).</p> <p style="text-align: right;"><i>30 points</i></p>	<p>Some evidence that the school has made connections with the conference theme and their particular school, council, etc. (beyond the use of colors, mascot, and name).</p> <p style="text-align: right;"><i>15 points</i></p>	<p>The school uses only the school's colors, mascot, and school name as representations of their school, council, etc.</p> <p style="text-align: right;"><i>10 points</i></p>	<p>The school is missing required elements (school colors, mascot, school name).</p> <p style="text-align: right;"><i>0 points</i></p>
Creative Use of Materials	<p>Materials greatly enhance both the aesthetic quality of the entry as well as the message/purpose of the banner.</p> <p style="text-align: right;"><i>20 points</i></p>	<p>Materials enhance the aesthetic quality of the banner.</p> <p style="text-align: right;"><i>15 points</i></p>	<p>Materials used did not enhance the quality of the banner but did not detract from it either.</p> <p style="text-align: right;"><i>10 points</i></p>	<p>Materials used were distracting, confusing, or detract from the overall quality of the banner.</p> <p style="text-align: right;"><i>0 points</i></p>

Total Points: _____/100 points