

EVALUATION CRITERIA FOR NJLA PUBLIC RELATIONS AND MARKETING AWARDS

Category	Points					Comments
Overall Quality						
Clarity & Appealing	1	2	3	4	5	
Grammar	1	2	3	4	5	
Clear Messaging	1	2	3	4	5	
Design						
Creativity	1	2	3	4	5	
Originality	1	2	3	4	5	
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						