



## IABC/Chicago Bronze Quill Awards Judging Form Division 3: Communication Creative

Entrant Name(s): \_\_\_\_\_

Title of Entry: \_\_\_\_\_

Judge: \_\_\_\_\_ IABC Chapter: \_\_\_\_\_

Division No.	Division Name	Maximum Work Plan Length	Judges Scoring*
3	Communication Creative	2 pages	25% to work plan; 75% to sample

\*See other side for scoring details.

Work Plan	Score (0-7)
1. How clearly is the project described? How clearly is the creative solution and business need or opportunity described?	
2. How clearly are the critical characteristics of the audience identified? Are all important audience characteristics taken into account?	
3. How well do the creative objectives address the stated need?	
4. How clearly are the key messages or themes identified? Are they appropriate?	
5. How well thought-out is the creative solution? To what extent does it demonstrate insight and imagination?	
6. How well are the creative objectives met? How successful are they in meeting the business need? How effectively is the project implemented in terms of budget time and other resources?	
<b>Total of 1-6 = _____ divided by 6 = _____ x .25 = total work plan score (A)</b>	<b>A=</b>

Work Sample	Score (0-7)
1. How well do the elements of the project demonstrate an understanding of target audience needs and characteristics?	
2. How well does the work sample reflect the objectives in the work plan?	
3. How clearly does the work sample meet or exceed the accepted technical and professional communications standards for the media selected?	
4. To what extent does the work sample show creativity, imagination, and innovation?	
5. To what extent does the work sample live up to the description and expectations described in the work plan?	
<b>Total of 1-5 = _____ divided by 5 = _____ x .75 = total work sample score (B)</b>	<b>B=</b>

**Final Score: (A) + (B) =**

**Please add comments on other side.**

**Based on the final score, this entry earns:**

- Award of Excellence (total score is 5.75 or higher)
- Award of Merit (total score is 5.25 – 5.74)
- No Award (total score is 5.24 or lower)



## IABC/Chicago Bronze Quill Awards Judging Form Division 2: Communication Skills

### Judge's Comments

1. This entry's greatest strength is:

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2. This entry could be strengthened by:

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### Scoring Key

0 - Missing element(s)	4 - Satisfactory – adequate approach or results
1 - Dead wrong, inappropriate approach	5 - Somewhat better than satisfactory
2 - Poor, almost totally wrong or inappropriate	6 - Significantly better than satisfactory
3 - Somewhat less than satisfactory	7 - Outstanding – an extraordinary and insightful approach or result