

IABC 2017 Gold Quill Evaluation: Communication Skills Division

Division:	Skills	Category:	
Entrant:		Entry Title:	
Entrant Number:		Company:	

This division is scored on creativity, professional execution and alignment to a higher-level campaign or initiative.	
Score for work sample section (MAX 7.0)	_____
Score for this entry	0.00

Section 1: How well does the work sample itself demonstrate alignment? 1 - 7

How well does the work sample align to the purpose as described on the entry form?	0.0
How appropriate is the work sample for the audience as described on the entry form?	0.0
How well were the stated measurable objectives met?	0.0
How well does the work sample incorporate the key messages stated on the entry form?	0.0
Score for section 1 (total divided by 3)	0.00

Feedback for this section

Section 2: Given the resources and information described in the entry how creative, resourceful or innovative was the work sample? 1 - 7

Given the resources and information described in the entry, how creative, resourceful or innovative was the work sample?	0.0
Score for section 2	0.00

Feedback for this section

Section 3: How well does the work sample meet the standards of professional execution for the category? 1 - 7

Overall, how likely is the work sample to engage the audience, connect emotionally or illicit a desired response?	0.0
How well does the work sample demonstrate effectiveness, functionality, organization, consistency, readability or appropriateness?	0.0
How strong are the elements of the work sample and how it comes together considering the category? This could include items such as look/feel, theme, use of color, design, layout, composition, imagery, graphics, production value, language, writing style...	0.0
Score for section 3 (total divided by 3)	0.00

Feedback for this section

Overall Entry Feedback