IABC 2019 Gold Quill Evaluation: Communication Skills Division 4

Division:		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 this entry	**0.00**

Section 1: How well does the work sample demonstrate alignment?	Score 0-7	Weighted Score
How well does the work sample align to the purpose as described on the entry form?	0.0	0
How appropriate is the work sample for the audience as described on the entry form?	0.0	0
How well were the stated measurable objectives met?	0.0	0
How well does the work sample incorporate the key messages stated on the entry form?	0.0	0
Score for section 1		**0**

Feedback for this section

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

Given the resources and information described in the entry, how creative, resourceful, or innovative was the work sample?				0.0	0
Score for section 2					**0.0**

Feedback for this section

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

	Score	Weighted
Overall, how likely is the work sample to engage the audience, connect emotionally, or illicit a desired response?	0.0	0
How well does the work sample demonstrate effectiveness, functionality, organization, consistency, readability, or appropriateness?	0.0	0
How strong are the elements of the work sample and how it comes together considering the category? This could include such items and look/feel, theme, use of color, design, layout, composition, imagery, graphics, production value, language, etc.	0.0	0
Score for section 3		**0**

Overall feedback for the entry: