



FBLA GRAPHIC DESIGN

Performance Rating Sheet

☐ Preliminary Round ☐ Final Round

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
Description of the event topic and materials	Materials not described and/or one or more elements are missing or incomplete		Event topic and at least one of the materials described		Event topic and all materials described		All materials and event topic described, and the presenters connect the different pieces together			
	0	<input type="radio"/>	7	<input type="radio"/>	14	<input type="radio"/>	20	<input type="radio"/>		
Explains the design and development process	No explanation or description of the design and process		Explains the design OR development process		Explain both the design and the development process		Expert industry explanation of both design and development process			
	0	<input type="radio"/>	7	<input type="radio"/>	14	<input type="radio"/>	20	<input type="radio"/>		
Create interest and desire for the design	Does not create interest or desire for the design		Describes two or more features of the design that would assist in selling the product		Describes four or more features of the design that would assist in selling the product		Describes at least four features that would assist in selling the product and identify how the design is connected to the existing brand of the company			
	0	<input type="radio"/>	7	<input type="radio"/>	14	<input type="radio"/>	20	<input type="radio"/>		
Consistency in graphic design to theme	Consistency in graphic design to theme not addressed		Explains how graphic design is consistent with theme		Demonstrates with visual aids the consistency between graphic design and theme		Emphasize interpretation of the topic and design as it relates to graphic design and theme including use of visual aids			
	0	<input type="radio"/>	7	<input type="radio"/>	14	<input type="radio"/>	20	<input type="radio"/>		

Delivery Skills

Statements are well-organized and clearly stated	Presenter(s) did not appear prepared		Presenter(s) were prepared, but flow was not logical		Presentation flowed in logical sequence		Presentation flowed in a logical sequence; statements were well organized			
	0	<input type="radio"/>	1	<input type="radio"/>	3	<input type="radio"/>	5	<input type="radio"/>		
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter(s) did not demonstrate self-confidence		Presenter(s) demonstrated self-confidence and poise		Presenter(s) demonstrated self-confidence, poise, and good voice projection		Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness			
	0	<input type="radio"/>	1	<input type="radio"/>	3	<input type="radio"/>	5	<input type="radio"/>		
Demonstrates the ability to effectively answer questions	Unable to answer questions		Does not completely answer questions		Completely answers questions		Interacted with the judges in the process of completely answering questions			
	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>		
Performance Subtotal (100 max)										

Penalty Points (Mark all that apply)

Over allowed time (7 minutes)	-5	<input type="radio"/>	Dress Code not followed	-5	<input type="radio"/>	Deduct 5 points for each instance of guidelines not being followed	-_____	<input type="radio"/>	Total Penalty	-_____	
									Grand Total		

Name(s): _____

School: _____

State: _____

Judge's Signature: _____

Date: _____



FBLA MARKETING

Performance Rating Sheet

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
Demonstrates understanding of the case study and defines problem(s) to be solved	No description or case study synopsis provided no problems defined		Describes and provides case study synopsis OR defines the problem(s)		Describes and provides case study synopsis AND defines the problem(s)		Demonstrates expertise of case study synopsis AND definition of the problem(s)			
	0	○	5	○	10	○	15	○		
Identifies alternatives and the pro(s) and con(s) of each	No alternatives identified		Alternative(s) given but pro(s) and/or con(s) are not analyzed		At least two alternatives given, and pro(s) and con(s) are analyzed		Multiple alternatives given and multiple pros and cons analyzed for each			
	0	○	7	○	14	○	20	○		
Identifies logical solution and aspects of implementation	No solution identified		Solution provided, but implementation plan not developed		Logical solution and implementation plan provided and developed		Feasible solution and implementation plan developed, and necessary resources identified			
	0	○	7	○	14	○	20	○		
Demonstrates knowledge and understanding of the event competencies: Basic marketing fundamentals/economics/selling and merchandising/channels of distribution/marketing, information research, and planning/promotion and advertising media/legal, ethical, and social marketing aspects/e-commerce	No competencies demonstrated		One or two competencies are demonstrated		Three competencies are demonstrated		Four or more competencies are demonstrated			
	0	○	7	○	14	○	20	○		

Delivery Skills

Statements are well-organized and clearly stated	Presenter(s) did not appear prepared		Presenter(s) were prepared, but flow was not logical		Presentation flowed in logical sequence		Presentation flowed in a logical sequence; statements were well organized			
	0	○	3	○	7	○	10	○		
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter(s) did not demonstrate self-confidence		Presenter(s) demonstrated self-confidence and poise		Presenter(s) demonstrated self-confidence, poise, and good voice projection		Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness			
	0	○	1	○	3	○	5	○		
Demonstrates the ability to effectively answer questions	Unable to answer questions		Does not completely answer questions		Completely answers questions		Interacted with the judges in the process of completely answering questions			
	0	○	3	○	7	○	10	○		
Performance Subtotal (100 max)										

Penalty Points (Mark all that apply)

Dress Code not followed	-5	○	Deduct 5 points for each instance of guidelines not being followed	- ____	○	Total Penalty	- ____	
						Grand Total		
						Objective Test Score (to be used in the event of a tie)		

Name(s): _____

School: _____

State: _____

Judge's Signature: _____

Date: _____