

VCI TRADE FAIR 2016/2017 - RUBRIC FOR CATALOG COMPETITION

Name of Company: _____

No	Evaluation Item	Scoring range				Score
		1-6	7-13	14-20	21-25	
1	Essential Components <ul style="list-style-type: none"> • Table of contents • Greeting letter • Page numbers • Prices • Order form • Company logo • Contact info: address, e-mail, phone & fax 	<ul style="list-style-type: none"> ▪ Very few of the essential components are provided. ▪ Components are presented in an unprofessional manner 	<ul style="list-style-type: none"> ▪ Some of the components are provided. ▪ Components are presented in a somewhat professional manner 	<ul style="list-style-type: none"> ▪ Many of the components are provided. ▪ Components are presented in a mostly professional manner 	<ul style="list-style-type: none"> ▪ All or most of the components are provided. ▪ Components are presented in a most professional manner. 	
2	Organization & Efficiency <ul style="list-style-type: none"> • Product presentation. • Ease of use. Are products organized in a way that is user-friendly? • Space utilization 	<ul style="list-style-type: none"> ▪ Products are not presented in a logical, rational manner. ▪ There is no apparent organization; the catalog is not easy to navigate. ▪ Space is not effectively utilized. 	<ul style="list-style-type: none"> ▪ Products are presented in a somewhat logical, rational manner. ▪ The catalog is somewhat organized and user-friendly. ▪ Space is barely effectively utilized. 	<ul style="list-style-type: none"> ▪ Products are presented in a mostly logical, rational manner. ▪ The catalog is mostly organized and user-friendly. ▪ Space is effectively utilized. 	<ul style="list-style-type: none"> ▪ Products are presented in a logical, rational manner. ▪ The catalog is very organized and user-friendly. ▪ Space utilization is maximized without compromising aesthetics. 	
3	Language <ul style="list-style-type: none"> • Clear • Appropriate for target audience • Grammar & spelling 	<ul style="list-style-type: none"> ▪ Not clear ▪ Not appropriate ▪ Many grammar and or spelling errors 	<ul style="list-style-type: none"> ▪ Somewhat clear ▪ Somewhat appropriate ▪ Some grammar and or spelling errors 	<ul style="list-style-type: none"> ▪ Mostly clear ▪ Mostly appropriate ▪ Very few grammar and or spelling errors 	<ul style="list-style-type: none"> ▪ Clear ▪ Appropriate ▪ No grammar and or spelling errors 	
4	Presentation, Art & Aesthetics <ul style="list-style-type: none"> • Quality of construction • Complexity of design and use graphics • Uniqueness 	<ul style="list-style-type: none"> ▪ Construction is inappropriate and/or inferior. ▪ Design is basic and/or not well executed. ▪ Catalog is memorable because of its shortcomings. 	<ul style="list-style-type: none"> ▪ Construction is appropriate and acceptable. ▪ Design is beyond basic and fairly well executed. ▪ * Catalog is not distinguished. 	<ul style="list-style-type: none"> ▪ Construction is appropriate and good. ▪ Catalog is well designed and the design is well executed. ▪ Catalog is distinguished. 	<ul style="list-style-type: none"> ▪ Construction is appropriate and professional. ▪ Design is exceptional and very well executed. ▪ Catalog is most distinguished. 	
TOTAL						

Judge's Name & Signature: _____