

**FOR COMMITTEE USE: NJLA PUBLIC RELATIONS AND MARKETING AWARDS  
RUBRIC**

This is the rubric the Honors & Awards Committee will use as a general guide in evaluating  
the PR and Marketing Award Nominations

<b>Category</b>	<b>Points</b>	<b>Comments</b>
<b>Communication</b>		
Clarity	1 2 3 4 5 6 7 8 9 10	
Grammar	1 2 3 4 5 6 7 8 9 10	
On Target	1 2 3 4 5 6 7 8 9 10	
Readability	1 2 3 4 5 6 7 8 9 10	
<b>Design</b>		
Creativity	1 2 3 4 5 6 7 8 9 10	
Originality	1 2 3 4 5 6 7 8 9 10	
<b>Aesthetics</b>		
Balance	1 2 3 4 5	
Color	1 2 3 4 5	
Contrast	1 2 3 4 5	
Font	1 2 3 4 5	
Functionality	1 2 3 4 5	
Proportion	1 2 3 4 5	
<b>Total</b>		