CRITERIA	ADVANCED	DEVELOPING	EMERGING
OVERALL DESIGN 25%	◉ *Has the 'WOW' factor!* ◉ *Is immediately eye catching or thought provoking.* ◉ *There is an excellent relationship and flow between the elements of the image/images.*	◉ *Has some visual impact.* ◉ *Parts of the design capture the audiences interest.* ◉ *There is a good relationship and flow between the elements of the image/images.*	◉ *Has limited visual impact.* ◉ *Missing pieces of content detracts from message or errors hinder design (eg spelling/font)* ◉ *There is some/or no relationship and flow between the elements of the image/images*
EDUCATIONAL OBJECTIVE LINK 25%	◉ *Strong and clear link between educational objective of the topic and the final project*	◉ *Satisfactory link between educational objective of the topic and the final project*	◉ *Poor link between educational objective of the topic and the final project*
CREATIVITY 25%	◉ *Outstanding skill showing imagination and creativity in content.* ◉ *Superior attempt in creating a product that shows originality and has consider composition.* ◉ *Outstanding and imaginative skill in invoking mood and sending a very clear message.*	◉ *Adequate skill showing imagination and creativity in content.* ◉ *Adequate attempt to create or use original concepts* ◉ *Sufficient skill to invoke mood and send a message.*	◉ *Limited skill showing imagination and creativity in content.* ◉ *Limited attempt to create or use original concepts.* ◉ *Little or no attempt to invoke a mood or send a message.*
TECHNICAL 25%	◉ *All design elements (eg headings, text and images/symbols) are highly appropriate and fonts, sizes, colours and alignments have been well thought through if present.* ◉ *Images have been exceptionally well mashed for effect.*	◉ *Some design elements (eg headings, text and images/symbols) are appropriate and fonts, sizes, colours and alignments have been thought through if present.* ◉ *Images have been well mashed for effect.*	◉ *Design elements (eg headings, text and images/symbols) are not used effectively, if present.* ◉ *Images have been mashed for effect.*

NOTE: All entries should be of a 'General' rating, with content suitable to be shown to all Primary School aged children.