

Categories:

- Art
- Other Marketing Tools
- Publications

Questions:

- How well does the entry reflect the understanding of its target audience?
- How effective is the entry in addressing its objectives and achieving its goals?
- Rate the overall success in the communications process.
- How effective is the overall composition?
- How effective is the use of fonts or text?
- How effective is the use of color, photography and/or other graphic elements?
- How well does the entry show creativity and innovation in its efforts?