

Bulldog PRism Awards Judges' Evaluation—STUDENT

Here is a list of questions the judges will consider when evaluating entries.

Student Entry – Category 1:

Research | 20 points maximum

Instructions to entrant: Summarize the situation and/or provide information gathered through formal or informal research methods.

- Did the student do adequate primary and secondary research?
- Did research document the need for the campaign?
- Did the student demonstrate an understanding of the importance and types of research?
- Did research document the brand/image the organization wished to project with design?

Planning | 20 points maximum

Instructions to entrant: State the objectives, qualitative and/or quantitative, which this program or tool was designed to achieve. Objectives should be specific, measurable, attainable, audience-specific, relevant, outcome-oriented and time-specific.

- Did the plan clearly define measurable objectives?
- Did the student provide a timeline?
- Did the student demonstrate an understanding of the importance of planning?

Implementation | 50 points maximum

Instructions to entrant: Outline steps used to achieve the stated objectives.

- Would the tactics and communications achieve the stated objectives/fit the target publics?
- If communications were included, were they done correctly (such as using AP style, proper formatting)?
- How creative were the tactics?
- Correct grammar, punctuation, etc. throughout entry?

Evaluation | 10 points maximum

Instructions to entrant: Explain how the success of the program or tool was measured. Report how well it achieved its objective. Include a budget or financial outlay, or if this is a pro-bono project, give a value for the hours donated, etc.

- Did the student clearly plan an evaluation method to use if the entry had been implemented?
- Did evaluation measure set objectives?

Student Entry – Category 2:

Research | 10 points maximum

Instructions to entrant: Summarize the situation and/or provide information gathered through formal or informal research methods.

- Did the student do adequate primary and secondary research?
- Did research document the need for the project?
- Did the student demonstrate an understanding of the importance and types of research?
- Did research document the brand/image the organization wished to project with design?

Planning | 20 points maximum

Instructions to entrant: State the objectives, qualitative and/or quantitative, which this project or tool was designed to achieve. Objectives should be specific, measurable, attainable, audience-specific, relevant, outcome-oriented and time-specific.

- Did the plan clearly define measurable objectives?
- Did the student provide a timeline?
- Did the student demonstrate an understanding of the importance of planning?

Implementation | 40 points maximum

Instructions to entrant: Outline steps used to achieve the stated objectives.

- Would the tactics and communications achieve the stated objectives/fit the target publics?
- How creative were the tactics?

Evaluation | 10 points maximum

Instructions to entrant: Explain how the success of the project or tool was measured. Report how well it achieved its objective. Include a budget or financial outlay, or if this is a pro-bono project, give a value for the hours donated, etc.

- Did the student clearly plan an evaluation method to use if the entry had been implemented?
- Did evaluation measure set objectives?

Style/Design | 20 points maximum

- Did the student use appropriate grammar, punctuation, spelling and AP style?
- If the entry was a publication, was the layout and design appealing?

Student Entry – Categories 3, 4, 5 and 6:

Research | 10 points maximum

Instructions to entrant: Summarize the situation and/or provide information gathered through formal or informal research methods.

- Did the student do adequate primary and secondary research?
- Did research document the need for the project?
- Did the student demonstrate an understanding of the importance and types of research?
- Did research document the brand/image the organization wished to project with design?

Planning | 20 points maximum

Instructions to entrant: State the objectives, qualitative and/or quantitative, which this project or tool was designed to achieve. Objectives should be specific, measurable, attainable, audience-specific, relevant, outcome-oriented and time-specific.

- Did the plan clearly define measurable objectives?
- Did the student provide a timeline?
- Did the student demonstrate an understanding of the importance of planning?

Implementation | 60 points maximum

Instructions to entrant: Outline steps used to achieve the stated objectives.

- Would the tactics and communications achieve the stated objectives/fit the target publics?
- If communications were included, were they done correctly (such as using AP style, proper formatting)?
- How creative were the tactics?
- Correct grammar, punctuation, etc. throughout entry?
- Did the tactic design or communication reflect the organization's brand and image?

Evaluation | 10 points maximum

Instructions to entrant: Explain how the success of the project or tool was measured. Report how well it achieved its objective. Include a budget or financial outlay, or if this is a pro-bono project, give a value for the hours donated, etc.

- Did the student clearly plan an evaluation method to use if the entry had been implemented?
- Did evaluation measure set objectives?