

## TEXAS STATE GERMAN CONTEST

**Digital “Logo” Design  
Critique Sheet**

Contestant(s): \_\_\_\_\_

School: \_\_\_\_\_

Judges' Names: \_\_\_\_\_

**INSTRUCTIONS TO JUDGES:** Please make sure you have read the “Instructions to Judges” sheet in your packet.**RULES****Entry Limit:** One entry per school: may be an individual or group project**Size Limits and Formats:** 1 – 2 megabytes; 2400 x 2000 px; .jpg, .gif, or .pdf

Note: The 1<sup>st</sup> Place logo from each contest will be used for print or digital material, including the website for the following year. **State qualifiers are encouraged to adapt/change their regional design to reflect the State Contest.**

The logo must be German related and some element of the design must relate to German contest. The logo may be animated or still. All images within the design must be original artwork and/or photos designed by or taken by the contestant(s). Images taken from Internet or any other source are unacceptable. Contestant(s) may use pictures they have taken from prior contest years; however, no student faces may be visible. Any words, except for the contest name, must be in German. Logos must be submitted on a standard USB drive (labeled with contestant name) and put in a 4” x 7” padded envelope. Nothing should be on the drive except the submitted entry and double-check that there are no viruses! The name(s) of the contestant(s), the school, and the city must be on the front of the envelope.

**CRITERIA FOR JUDGING**

1. **Originality and Creativity:** The logo is original and creative and is German related. The connection to German contest is easily identifiable. (0-25 points)
2. **Composition and Detail:** The logo was designed with effective use of color/contrast, space and balance. The layout and attention to details make it unique. (0-25 points)
3. **Presentation:** The logo looks professional and makes good use of media. It may show unexpected or well-executed use of software or other photographic capabilities. Any words, except for the contest name, are in German and spelled correctly. (0-25 points)
4. **Overall effect:** The design is clean and appealing. Animations (if any) enhance rather than distract. It could be used as the German contest logo. (0-25 points)

**TOTAL POINTS:** (100 possible) \_\_\_\_\_**MORE COMMENTS TO HELP THE CONTESTANTS (Write on the back if necessary.)**