

**IABC Gold Quill Awards Evaluation Form**  
**Division: 3 – Communication Creative**

<b>Work Plan</b>		Score (0-7)
1.	How clearly is the project described? How clearly is the creative solution and business need or opportunity described?	
2.	How clearly are the characteristics of the audience identified? Are all important audience characteristics taken into account?	
3.	How well do the creative objectives address the stated need?	
4.	How clearly are the key messages or themes identified? Are they appropriate?	
5.	How well thought-out is the creative solution? To what extent does it demonstrate insight and imagination?	
6.	How well are the creative objectives met? How successful are they in meeting the business need? How effectively is the project implemented in terms of budget, time and other resources?	
Work plan score divided by 6 = score x .25 = total work plan score (A)		

<b>Work Sample</b>		Score (0-7)
1.	How well do the elements of the project demonstrate an understanding of target audience needs and characteristics?	
2.	How well does the work sample reflect the objectives in the work plan?	
3.	How clearly does the work sample meet or exceed the accepted technical and professional communication standards for the media selected?	
4.	To what extent does the work sample show creativity, imagination and innovation?	
5.	To what extent does the work sample live up to the description and expectations described in the work plan?	
Work sample score divided by 5 = score x .75 = total work sample score (B)		
FINAL SCORE: (A) + (B) =		

Division Number	Division Name	Maximum work plan length	Judges scoring
3	Communication Creative	2 pages	25% to work plan; 75% to sample

Judges score the above criteria on a scale from 1 - 7 which gives a weighted calculation for the criteria depending on the division. During first round judging all entries scoring 5.25 and higher are advanced to second-tier judging. At the second-tier, entries are judged again, entirely separately by different sets of judges. Any entry scoring 5.25 – 5.74 receives a Gold Quill award of Merit. Entries scoring 5.75 and above receive a Gold Quill Award of Excellence.