

Theme Development: JUDGING CRITERIA

<p>Overall</p> <p>Clear unifying theme creates an overall impression and personality.</p>
<p>Clarity</p> <p>Theme is readily apparent and easily understood.</p>
<p>Execution</p> <p>Theme is developed through words, photos and design of opening and closing pages and divider pages.</p>
<p>Originality and Relevance</p> <p>Theme is original, contemporary and relevant.</p>
<p>Visual Support</p> <p>Theme is emphasized through design decisions for graphics, color and type.</p>