



**NEW MEXICO**  
STATE ASSOCIATION

## **THEMATIC PROMOTION**

**New Mexico – State Event**

**Thematic Promotion**, an individual or team event recognizes participant(s) for designing and creating banners related to the State Leadership Conference theme. The participants will prepare an artistic banner related to the theme of the State Leadership Conference using the fundamental elements of visual design: Shape, Color, Space, Form, Line, Value, and Texture.

### **Eligibility**

Participation is open to any state and nationally-affiliated FCCLA chapter member.

### **Event Levels**

- Level 1: through grade 8    ■ Level 2: grades 9–10    ■ Level 3: grades 11–12    ■ Level 4: Post-Secondary

### **Rules**

1. Participants are required to attend orientation prior to the contest.
2. Members will design and construct a banner that represents the theme of the State Leadership Conference.
3. The chapter name or school name may not be included on the banner front; however, each entry **must** include a detachable label which will be placed on the banner at the conclusion of judging by the lead consultant. This label must be **8½" X 11"** and printed in black, bold letters. **(Failure to include the information label will result in points deducted from the event score.)** It shall include: participant name(s), chapter name, school, city, and district.
4. Maximum size of the banner shall be **4' by 5'**. There is no minimum size requirement. Banners will be measured prior to hanging. Banners that exceed these maximum dimensions will have points deducted from the event score.
5. Banners will be judged on two levels: traditional and digital.
  - Traditional: Banners must be made from materials of the chapter's choice.
  - Digital: Banners can be designed and reproduced using computer elements.
6. All banners must be checked in at the State Leadership Conference registration to allow for time to measure before the opening session.
7. The chapter must prepare the banner for hanging with a rod and cord. An easel or stand to display the banner must be provided. Failure to do so will result in points deducted from the event score.
8. The banner will be evaluated using the criteria outlined on the evaluation sheet.
9. All banners will be available for viewing during specified times at the conference. They must be removed by the designated time. The times will be specified at STAR Event orientation.
10. Top two participants will be recognized during the Awards Session.



Name: \_\_\_\_\_ District: \_\_\_\_\_

Chapter: \_\_\_\_\_

Level: (Circle one)      Level 1      Level 2      Level 3      Level 4

**Directions:**

1. Make sure all information at the top is correct. If a student named is not participating, cross their name(s) off. If a team does not show, please write “No Show” across the top and return with other forms. Do NOT change team or group numbers.
2. At the conclusion of the presentation, verify evaluator scores and fill in the information below. Calculate the final score and ask for evaluators’ verification. Place this form in front of the completed rubrics and paper clip all items related to the presentation together. Please do NOT staple.
3. At the end of the competition in the room, double-check all scores, names, and team numbers to ensure accuracy. Sort results by team order and turn them in to the Lead or Assistant Lead Consultant.
4. Please check with the Lead Consultant if there are any questions regarding the evaluation process.

ROOM CONSULTANT CHECK				POINTS
<b>Orientation</b> 0-2 points	<b>0</b> Did not attend		<b>2</b> Provided evidence of attendance	
	<b>0</b> Did not provide a means to hang/display banner		<b>3</b> A means to hand/display the banner was provided	
<b>Stand/Easel</b> 0-3 points	<b>0</b> Did not follow size dimension	<b>1</b> 3 to 5 inches over dimensions	<b>2</b> 1 to 2 inches over dimensions	<b>3</b> Stayed within dimensions
		<b>0</b> Did not attach information sheet		
<b>Information Sheet</b> 0-2 points				

**Evaluator’s Scores**

Evaluator 1 \_\_\_\_\_

Evaluator 2 \_\_\_\_\_

Evaluator 3 \_\_\_\_\_

**Room Consultant Total**  
(10 points possible)

**Average Evaluator Score**  
(90 points possible)

**Final Score**  
(Average Evaluator Score plus Room Consultant Total)

**Total Average Score** \_\_\_\_\_

**RATING ACHIEVED** (circle one)    GOLD 90-100    SILVER 70-89.99    BRONZE 1-69.99

**VERIFICATION OF FINAL SCORE AND RATING** (please initial)

Evaluator 1 \_\_\_\_\_ Evaluator 2 \_\_\_\_\_ Evaluator 3 \_\_\_\_\_ Event Lead Consultant \_\_\_\_\_



Name(s) of Participant(s)

School: District:

Level: (Circle One)                      Level 1                      Level 2                      Level 3                      Level 4

						<b>Points</b>
<b>State Theme Presentation</b> 0-20 points	<b>0-1-2</b>	<b>3-4-5-6-7-8</b>	<b>9-10-11-12-13</b>	<b>14-15-16-17</b>	<b>18-19-20</b>	
	State theme not represented, or message not clearly identified	Does not adequately communicate the theme. The message is difficult to understand, and the tone is inappropriate for the audience	Somewhat communicates the theme, using a few relevant images and text. The message is not clear, and the tone is generally appropriate for the audience	Adequately communicates the theme, using some relevant images and text. The message is somewhat easy to understand, and the tone is generally appropriate for the audience	Represents theme clearly and concisely, using a variety of techniques, such as images, text, and color. The message is easy to understand, and the tone is appropriate for the audience	
	<b>0-1</b>	<b>2-3</b>	<b>4-5-6</b>	<b>7-8</b>	<b>9-10</b>	
<b>Color/Value</b> 0-10 points	No color scheme and lacks depth, emphasis and is not effective and lacks visual appeal.	The color scheme is not cohesive or visually appealing. Does not use value contrast effectively. The visual appeal is lacking in more than 2 areas.	The color scheme is somewhat cohesive. Value contrast creates some depth, emphasis and mood. Visual appeal is lacking in 1-2 areas.	The color scheme is somewhat cohesive and visually appealing. Uses value contrast to create a sense of depth and emphasis, while creating a mood in a way that is both effective and visually appealing.	The color scheme is both cohesive and visually appealing. Uses value contrast to create a strong sense of depth and emphasis, while creating a mood in a way that is both highly effective and visually appealing.	
	<b>0-1</b>	<b>2-3</b>	<b>4-5-6</b>	<b>7-8</b>	<b>9-10</b>	
<b>Space/Form</b> 0-10 points	No Defined Design. Does not utilize the space effectively	Does not have a sense of balance. The elements are the same size, shape and texture. It is not visually appealing and is difficult to look at.	Has some sense of balance, but doesn't effectively use different sizes, shapes, and textures. It is somewhat visually appealing with a several elements that may need to be adjusted.	Utilizes space effectively to create a sense of balance, effectively using different sizes, shapes, and textures. It is somewhat visually appealing with a few elements that may need to be adjusted.	Utilizes space effectively to create a strong sense of balance, effectively using different sizes, shapes, and textures. It is visually appealing and does not feel top-heavy or bottom-heavy.	
	<b>0-1</b>	<b>2-3</b>	<b>4-5-6</b>	<b>7-8</b>	<b>9-10</b>	

<p><b>Line/Texture</b> 0-10 points</p>	<p><b>0-1</b></p> <p>Uses all the same lines and does not have any texture to the banner. It is not visually appealing, hard to read, and lacks texture or the texture is distracting or confusing.</p>	<p><b>2-3</b></p> <p>There is no variety to the lines and textures used. The effects lacks depth but is clear in the wording and still has some visual appeal, although it lacks interest.</p>	<p><b>4-5-6</b></p> <p>Uses the same type of lines to create a visual presentation. Not many textures are used to create different effects, a sense of depth and interest. The banner is visually pleasing but could be improved with utilizing lines and textures in a more interesting way.</p>	<p><b>7-8</b></p> <p>Uses different lines to create a somewhat pleasing visual presentation. It utilizes a few different lines and textures to create a few different effects and interest without feeling cluttered. The banner is visually appealing, easy to read and does not feel flat.</p>	<p><b>9-10</b></p> <p>Uses different lines to create a highly effective visual presentation. It utilizes a variety of lines and textures to successfully create different effects, a sense of depth and interest without feeling cluttered. The banner is visually appealing, easy to read and does not feel flat.</p>	
<p><b>Use of Digital Effects</b> 0-10 points</p>	<p><b>0-1</b></p> <p>The banner does not use digital effects. The banner is visually unappealing and does not engage the viewer.</p>	<p><b>2-3</b></p> <p>Digital effects are used in a way that is ineffective. The effects are used to distract from the overall design of the banner, or they are overused. The banner is not visually appealing and does not engage the viewer.</p>	<p><b>4-5-6</b></p> <p>Digital effects are used in a way that is somewhat effective. The effects are used to enhance the overall design of the banner, but they are not used consistently. It is visually appealing, but it does not leave a lasting impression on the viewer.</p>	<p><b>7-8</b></p> <p>Digital effects are used in a way that is appropriate and effective. The effects are used to enhance the overall design of the banner, but they are not particularly creative. The banner is visually appealing and engages the viewer.</p>	<p><b>9-10</b></p> <p>Digital effects are used in a way that is both creative and effective. The effects used to enhance the overall design are not overused. It is visually stunning and leaves a lasting impression on the viewer.</p>	

<b>Creativity, Imagination, &amp; Innovation</b> 0-10 points	<b>0-1</b>	<b>2-3-4-5-6</b>	<b>7-8-9</b>	<b>10-11-12</b>	<b>13-14-15</b>	
	Not creative, imaginative, or innovative. It uses poor-quality materials, techniques, or ideas, and it is visually unappealing. It does not engage the viewer and is likely to be ignored.	Not creative or imaginative. It uses standard materials, techniques, or ideas, and it does not stand out from other banners. It is not visually appealing and does not engage the viewer.	Somewhat creative and imaginative. It uses some interesting materials, techniques, or ideas, but it does not stand out as particularly original or innovative. It is visually appealing, but it does not leave a lasting impression on the viewer.	Creative and imaginative. It uses interesting materials, techniques, or ideas to create a visually appealing and engaging work. It is original and stands out from other banners.	Highly creative, imaginative, and innovative. It uses unique and unexpected materials, techniques, or ideas to create a truly original work. It is visually stunning and leaves a lasting impression on the viewer.	
<b>Overall Quality of Workmanship</b> 0-15 points	<b>0-1</b>	<b>2-3-4-5-6</b>	<b>7-8-9</b>	<b>10-11-12</b>	<b>13-14-15</b>	
	The materials are of unacceptable quality, and the workmanship is unacceptable. The banner is not only visually unappealing, but it may also be unsafe or unusable.	The materials are of poor quality, and the workmanship is poor. The banner has many errors or flaws, and it is visually unappealing.	The materials are of fair quality, and the workmanship is adequate. The banner may have a few more noticeable errors or flaws, but they do not detract from the overall appearance of the banner.	The materials are of good quality, and the workmanship is generally good. The banner may have a few minor errors or flaws, but they are not noticeable.	The materials are of the highest quality and the workmanship is impeccable. The banner is free of errors and flaws, and it is visually stunning.	
<b>VERIFICATION OF SCORE</b> (please initial)					<b>TOTAL</b>	
Evaluator _____ Lead Consultant _____ STAR Coordinator _____					(90 points possible)	

**Evaluators Comments:**