**New Media Graduation Project I**

**Jury Evaluation Form**

**Student Information**

Student Name: 29.01.2025

Project Title:

**1. Problem Statement & Research (20 points)**

Problem Definition (7)

Research Quality (7)

Analysis (6)

Clear articulation of the social cause, its significance, and depth of understanding

Comprehensive research methodology, credible sources, thorough data analysis

Critical interpretation of findings, clear connections to project goals

/7

/7

/6

**2. Strategic Communication (20 points)**

Communication Goals (7)

TargetAudience (7)

Message Strategy (6)

Clear, measurable objectives aligned with project purpose /7

Clear understanding and effective segmentation of audience /7

Effectiveness of key messages and narrative approach /6

**3. Visual Identity (20 points)**

Brand Cohesion (7)

Design Quality (7)

Visual Storytelling (6)

Consistency in visual elements, professional execution /7

Aesthetic appeal, technical execution, attention to detail /7

Integration of visuals with narrative, message effectiveness /6

**4. Website Prototype (20 points)**

User Experience (7)

Content Quality (7)

Technical Execution (6)

Navigation design, accessibility, overall usability /7

Clarity and engagement of content, information architecture /7

Functionality, responsiveness, and implementation quality /6

**5. Presentation & Impact (20 points)**

Presentation Skills (7)

Innovation & Feasibility (7)

Social Impact (6)

Clear delivery, time management, professional Q&Ahandling /7

Creative approach, practicality of implementation /7

Potential effectiveness in addressing the chosen social cause /6

**Total Score:** **/100**

**Scoring Guide per Category:**

7 points: Outstanding - Exceptional quality, innovative approach 6 points: Excellent - Exceeds expectations in most aspects

5 points: Very Good - Meets all expectations effectively 4 points: Good - Meets basic expectations

3 points: Fair - Needs improvement in several areas 2 points: Poor - Significant improvements needed

1 point: Unsatisfactory - Does not meet basic requirements

**Additional Comments:**