

New Media Graduation Project I

Jury Evaluation Form

| Student Information | | |
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| Student Name: | | 29.01.2025 |
| Project Title: | | |
| 1. Problem Statement & Research (20 points) | | |
| Problem Definition (7) | Clear articulation of the social cause, its significance, and depth of understanding | /7 |
| Research Quality (7) | Comprehensive research methodology, credible sources, thorough data analysis | /7 |
| Analysis (6) | Critical interpretation of findings, clear connections to project goals | /6 |
| 2. Strategic Communication (20 points) | | |
| Communication Goals (7) | Clear, measurable objectives aligned with project purpose | /7 |
| Target Audience (7) | Clear understanding and effective segmentation of audience | /7 |
| Message Strategy (6) | Effectiveness of key messages and narrative approach | /6 |
| 3. Visual Identity (20 points) | | |
| Brand Cohesion (7) | Consistency in visual elements, professional execution | /7 |
| Design Quality (7) | Aesthetic appeal, technical execution, attention to detail | /7 |
| Visual Storytelling (6) | Integration of visuals with narrative, message effectiveness | /6 |
| 4. Website Prototype (20 points) | | |
| User Experience (7) | Navigation design, accessibility, overall usability | /7 |
| Content Quality (7) | Clarity and engagement of content, information architecture | /7 |
| Technical Execution (6) | Functionality, responsiveness, and implementation quality | /6 |
| 5. Presentation & Impact (20 points) | | |
| Presentation Skills (7) | Clear delivery, time management, professional Q&A handling | /7 |
| Innovation & Feasibility (7) | Creative approach, practicality of implementation | /7 |
| Social Impact (6) | 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:

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