You can encourage your students to   
present their advertisements to the rest of their class, using the ‘judging matrix’ below to mark the entries!

# Judge score sheet

| Entry | Understanding of chosen role | Creativity | Student appeal | Total  score |
| --- | --- | --- | --- | --- |
|  | 0–10 marks available  40% weighting | 0–5 marks available  30% weighting | 0–5 marks available  30% weighting | 0–20 marks  available |
|  | * Understanding of chosen career in the advertisement and what it involves such as duties and tasks. * Understanding of entry routes to chosen career including qualifications and skills needed. | * Are there any creative ideas shown? * Is there anything particularly innovative in its execution? * Have the student(s) created something unique? | * Fun, lively and appealing to peer group. * Was the idea/solution showcased appropriately? * Clear structure and presentation |  |
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