You can encourage your pupils to present their creations to the rest of their class, using this ‘judging matrix’ to mark the entries! Remember, we want to see all pupil entries so try to submit them all!

# 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 different? | * Fun, lively and appealing to peer group. * Was the idea/solution showcased appropriately? * Clear structure and presentation |  |
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