

becky.koch@ndsu.edu
To: <pamelmar@nmsu.edu>
Cc: <holly.young@unh.edu>, <becky.koch@ndsu.edu>
Reply-To: <becky.koch@ndsu.edu>
Your ACE C&A Critique

March 29, 2013 9:06 PM

Dear Pamela,

Your ACE Critique and Award program entry "Ratio Rumble" (2013-0618) has been critiqued but did not receive an award in Class 17 - Logos.

Reviewer comments are below. Please contact me at becky.koch@ndsu.edu if you have questions. Thank you for submitting your work to ACE C&A.

Regards,
Holly Young, ACE Interim Executive Director, and Becky Koch, ACE President-elect

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REVIEWER COMMENTS:
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Reviewer #1:

1. Judge's Name:
Brian Deep

2. Composition / layout / design
Score: (20 possible)
10

3. Creativity / originality
Score: (20 possible)
14

4. Production / printing / image quality
Score: (20 possible)
18

5. Idea effectiveness
Score: (20 possible)
10

6. Typography
Score: (20 possible)
16

7. Total Score: (100 possible, no ties)
68

9. Judge's Comments:
The typography is clear. But the imagery within the logo doesn't convey the idea of ratio or rumble.