

Wellbeing campaign

	EXCELLENT 10 PTS	GOOD 8 PTS	NEEDS IMPROVEMENT PTS	POOR 4 PTS	NOT DELIVERED/NOT INCLUDED 0 PTS
1. POSTER IMPROVEMENT QUALITY. Clear, visible evolution from original version.					
2. VISUAL HIERARCHY. Strong focal points and structured reading flow.					
3. COLOR & TYPOGRAPHY COHERENCE. Intentional and consistent system across platforms.					
4. LOGO APLICATION. Proper and strategic use of the official logo.					
5. SYSTEM CONSISTENCY. Poster, website, and social feel unified.					
6. WEBSITE STRUCTURE AND UX LOGIC. Clear navigation, hierarchy, and digital adaptation.					
7. CAMPAIGN STRATEGY CLARITY. Clear objective, audience, and message.					
8. SOCIAL MEDIA COHERENCE. Nine Post preview demonstrates system thinking.					
9. CONCEPT STRENGHT. Conceptually aligned and strategically clear. Clear structure, quality execution, and evidence of thoughtful collaboration.					
10. ACTIVITY 3 - INDIVIDUAL					