

PART ONE – Album Concept & Research (50 pts)

Category	Points	A (Exemplary)	B (Proficient)	C (Developing)	D/F (Needs Improvement)
Album Concept Development	20	Clear, creative, and original album idea with strong artistic direction.	Idea is clear and appropriate.	Idea is somewhat unclear or basic.	Idea missing or lacks effort.
Artist Submission Form	15	Fully completed with detailed and thoughtful responses.	Completed with minor missing details.	Partially completed or lacks detail.	Incomplete or not submitted.
Research & Planning	10	Strong evidence of planning and thoughtful concept development.	Adequate planning shown.	Limited planning evident.	Little to no planning.
Submission & Completion	5	Submitted on time and correctly for approval.	Minor submission issues.	Late or incomplete submission.	Not submitted properly.

PART TWO – Album Design Package (50 pts)

Category	Points	A (Exemplary)	B (Proficient)	C (Developing)	D/F (Needs Improvement)
Album Cover (Front & Back)	15	Highly creative, professional-quality designs with strong visual impact.	Designs are clear and well done.	Basic designs with limited creativity.	Poor design or incomplete.
Inner Sleeve & Record Label	10	Detailed and cohesive designs that match album theme.	Mostly consistent and complete.	Some elements missing or inconsistent.	Missing or poorly designed.
Song List & Content	10	Complete, creative, and enhances album concept.	Complete and appropriate.	Basic or lacks creativity.	Missing or incomplete.
Technical Requirements	10	Correct sizing, resolution (12"x12" @150dpi), and template usage.	Minor technical errors.	Multiple technical issues.	Incorrect or not followed.
Completion & Submission	5	All components completed and submitted correctly.	Minor issues.	Several missing elements.	Incomplete or not submitted.

PART THREE – Promotional Poster (100 pts)

Category	Points	A (Exemplary)	B (Proficient)	C (Developing)	D/F (Needs Improvement)
Layout & Design	25	Strong, professional layout with excellent visual hierarchy.	Good layout with minor issues.	Basic layout with limited impact.	Poor or confusing layout.
Album Integration	20	Album design is clearly featured and enhances the poster.	Album included and visible.	Album present but not emphasized.	Album missing or unclear.
Event Promotion	20	Clearly promotes Record Store Day with date and purpose.	Includes required info with minor issues.	Some required info missing.	Missing key promotional elements.
Image Quality & Use	15	High-quality images (700px+) used effectively.	Mostly good image quality.	Some low-quality images.	Poor or inappropriate images.
Technical Requirements	10	Correct size (11"x17", vertical, 150dpi).	Minor errors.	Multiple errors.	Incorrect format.
Completion & Submission	10	Fully complete and submitted correctly.	Minor issues.	Several missing elements.	Incomplete or not submitted.

PART FOUR – Promotional Video (100 pts)

Category	Points	A (Exemplary)	B (Proficient)	C (Developing)	D/F (Needs Improvement)
Video Concept & Message	25	Strong, engaging concept that clearly promotes the album and event.	Message is clear and appropriate.	Message somewhat unclear.	Message missing or ineffective.
Album Promotion	20	Album is clearly featured and effectively marketed.	Album is visible and included.	Album present but not emphasized.	Album missing or unclear.
Record Store Day Requirements	20	Includes event date, website link, and clear promotion of event.	Includes most required elements.	Missing one required element.	Missing multiple required elements.
Video Production & Editing	15	High-quality video, smooth editing, and clear visuals/audio.	Mostly good quality with minor issues.	Noticeable technical issues.	Poor quality or difficult to follow.
Creativity & Engagement	10	Highly engaging and creative presentation.	Shows creativity and effort.	Limited creativity.	Minimal effort.
Completion & Submission	10	Meets 60-second requirement and submitted correctly.	Minor issues.	Several requirements missing.	Incomplete or not submitted.