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|  | **Exceptional (4)** | **Admirable (3)** | **Acceptable (2)** | **Amateur (1)** |
| **Craftsmanship** | The slogan is exceptionally attractive in terms of neatness. Well constructed and not messy. The letters are big enough to read from about 6 meter distance. The size of cloth is 1 meter by length and height.  | The slogan is attractive in terms of neatness. Good construction and not very messy. The letters are big enough to read from about 4 meter distance. Size of cloth is little bigger/ smaller than 1 meter by length and height. | The slogan is acceptably attractive though it may be a bit messy. The letters are readable only from 2 meter distance. The cloth piece is not according to the size required. | The slogan is distractingly messy. The letters are too small to read and the cloth piece is not at all according to the required size. |
| **Creativity** | Slogan is exceptionally creative. A lot of thought and effort was used to make the banner. | Slogan is creative and a good thought was put into decorating it. | Slogan is creative and some thought was put into | The slogan does not reflect any degree of creativity |
| **Originality** | Exceptional use of new ideas and originality to create slogan. | Very few ideas are borrowed but have good use of new ideas and originality to create slogan. | The ideas are borrowed but modified very to make a good slogan | The ideas of slogan are totally borrowed from somewhere else. |
| **Relevancy** | The written slogan has the best choice of words. Conveys strongest message and very relevant to prevent suicide. | The written slogan has good choice of words. Conveys strong message and relevant prevent suicide. | The written slogan has attempt to some choice of words. Conveys little message but not relevant to preventing suicide.  | The written slogan doesn’t have choice of words. No message and not relevant at all.  |
| **Oral Presentation** | The presenter was very well prepared, engaging and delivered ideas in a clear and concise manner, exactly in five minutes. He/ she and his/her group confidently made clear to any question raised.  | The presenter was well prepared, engaging and delivered ideas with lots of eye contact, within 4-5 minutes. He/ she and his/her group confidently made clear to any question raised. | The presenter is somewhat prepared, engaging and delivered ideas with eye contact, within 3-5 minutes. He/ she and his/her group tried to answer to any questions raised but not confident to make clearer idea.  | The presenter was clearly unprepared to present to audience. The presentation ended in two 2-3 minutes/ consumed lot of time. The group was not able to answer to any of the questions raised. |