Civil Air Patrol 2023 National AE High-Altitude Balloon Cadet Challenge Mission Patch Description, Expectations, and Scoring Rubric

Squadrons will develop and design **either** a HAND-DRAWN or DIGITALLY-DRAWN mission patch for their squadron (not both).

The patch should signify and represent the important aspects of the squadron's scientific mission and the squadron's identity.
The designers of the patch will also submit a written description of the inspiration for, and meaning of the images, colors, and overall design of the patch as it relates to the squadron and their experiment.

Patches should be designed to be viewed no larger than 4"x4". (Patches do not have to be square, but cannot fall outside this size constraint.)

Mission patches will be judged on artistic merit, images, and design, and the written description, as noted in the scoring rubric, below.

- **All areas of the Go-NO-Go items (below) should be completed to have the submitted patch judged.**
- **Teams should review the exceptional area and strive to meet that level for submission.**

NOTE: With submission of a digitally-drawn design, the team pledges that the patch was not created with an AI design tool.

Squadron Charter Number and Squadron Name: _____

Mission Patch Rubric is the same for hand-drawn or digital

Go-NO-Go
*Check off each item. If any item is **UNCHECKED**, entry is a **NO-Go** and is allowed no further judging*

Full squadron charter number (Region-Wing-Number) and Name	
CAP logo present	
"HABC 2023" present	
*Digital Only: Sources for graphics are properly credited/cited	
Written Description of Patch is being submitted, as well	

Mission Patch Written Description			**Best Guidance Column**	
Written Description	**Minimal**	**Average**	**Exceptional**	**Pts.**
Overall Description	Written description is not included. OR, little discussion of the inspiration or theme is included; limited or illogical order of the design process is evident. **0-1 Points**	General overview of the design process is included, as is a good description of the theme and the inspiration for the graphics and fonts. **2-3 Points**	Includes a detailed, organized, and logical overview of the entire design process, which details the theme of the project and inspiration for the graphic design, including the reasoning behind the choices for graphics and fonts. **4-5 Points**	
Spelling/ Grammar	Five or more errors in spelling and/or grammar. **0 Points**	No more than 4 errors in spelling and/or grammar. **1 point**	No spelling and/or grammar errors. **3 Points**	
Mission Patch				
Mission Specific	**Minimal** **0-1 Point**	**Average** **2-3 Points**	**Exceptional** **4-5 Points**	**Pts.**
Theme and Graphics	Theme is not evident or is unrelated to the squadron or the HAB experiment.	Theme is evident (theme relating to squadron, HABs, and/or experiment). Attempts are made to choose graphics related to the theme and represent the squadron or its experiment in visual form.	Theme is evident (theme relating to squadron, HABs and/or experiment). Graphics are well chosen to relate to the theme and represent the squadron or its experiment in visual form.	
CAP Logo	CAP logo is not included, hard to find, or inappropriate to the mission or design.	CAP logo is appropriate and clearly visible.	CAP logo is appropriate and clearly visible and is woven into the design to enhance the visual image.	

Design Elements	Minimal 0-2 Points	Average 3-5 Points	Exceptional 6-8 Points	Pts.
First Impression	First Impression: Patch is not interesting or eye-catching.	First Impression: Patch is interesting; observer is interested.	First Impression: Patch is eye-catching and exciting - drawing the observer in for a closer look.	
Scale Appropriate	At finished size (not larger than 4" square), the patch is either too crowded, text too small, or bland – detracting from visual appeal.	Design is appropriate at finished size (not larger than 4" square).	At finished size (not larger than 4" square), the patch is clear and maintains the message with visual impact.	
Color and Balance	Patch design shows poor use of color and balance. Colors may clash; design is unbalanced or crowded.	Patch design shows good use of color and balance. Patch is colorful and attractive, but, possibly a little busy.	Patch design shows excellent use of color and balance. Patch is colorful and attractive without being overcrowded or "noisy" (busy).	
Fonts/Colors	Fonts are mixed, font colors detract from the overall design, and/or graphics are not well chosen.	Font and font color choice and graphics are appropriate to the patch and do not detract from the overall quality of the design	Font and font color choice are well chosen to complement the graphics and add to the overall quality of the design	
			Total POINTS: (out of a possible 50 points)	