

	<b>concern</b>	<b>competence</b>	<b>proof</b>	<b>above</b>
	<b>more attention on</b>	<b>Success criteria</b>	<b>Example for reaching your aim</b>	<b>How I went above criteria</b>
1		<b>Overview</b> Clear design		
2		<b>Content</b> Addresses an issue of your NGO		
3		<b>Style</b> Clarity impact of visuals combined with language		
4		<b>Technique</b> Catching the attention of audience by fun/ connectable aspects/ exaggeration/ irritation/		
5		<b>Spelling</b> Check for spelling mistakes		
6		<b>Sources</b> Sources/ Licenses		
		...		