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Because each row, column, and diagonal must have each digit 1 through 5 once, there will be five of each digit in the final grid. To have a score of 20, the four colored boxes must contain a 5. Then that leaves row 1, column 5, and both diagonals without a 5 digit. There is no one spot for the final 5 that is in all of those locations, so you cannot get a score of 20.

The highest score possible is 17. One possible grid solution is:

3	1	4	2	5
4	5	1	3	2
5	3	2	4	1
2	4	5	1	3
1	2	3	5	4

$$4 + 3 + 5 + 5 = 17$$