

Rubric for Evaluation of Digital Posters (HS)

Student's Name: _____ School: _____ Grade: _____

PERFORMANCE LEVEL	Exceeds Expectations 5-4	Meets Expectations 3-2	Does not meet Expectations 1	Points Earned
Category				
<i>Writing and Grammar</i>	Poster Slogan "Attendance Matters...Every School Day Counts" is unique and exceptionally incorporated into the design of the poster and free of grammatical errors	Slogan is adequately written and organized, reasonably easy to follow and meets criteria	Writing is unclear and disorganized, and/or hard to follow or grammatical errors are present and does not meet criteria	
<i>Creativity</i>	Poster is unique displays artist's artistic ingenuity through the exceptional use of color, graphics fully integrated the slogan in the design and content	Poster is creative and integrates slogan in design and content and meets criteria.	Poster does not creatively integrate the slogan in design and content. Does not meet criteria.	
<i>Originality</i>	Poster's is exceptional in the use of the slogan and in the graphics selected. Content and design is easily fully integrated in an imaginative way.	The poster is original in design, displays some elements of innovation incorporated in use of slogan, and meets criteria	Poster is lacks originality, does display slogan or graphics that are innovative. Does not meet criteria.	
<i>Effective Visual Design</i>	Content within the poster is easily understood, unique, exceptionally appealing, and nicely aligned with the slogan.	Poster's design is effective, can be identified, and demonstrates some alignment with slogan and overall design. Meets criteria.	Poster's design is not aligned with the slogan and/or design and does not meet criteria.	
<i>Graphic Clarity</i>	Graphics used to support the slogan and content are unique, exceptional and fully focused. The slogan is captured in method that is engaging, easily viewed and identified.	Most of the graphics are in focus and the slogan and content is easily viewed and identified. Meets criteria	Some graphics are unclear, too small or not linked to the slogan. Graphics are blurry and pixilated. Does not meet criteria	
<i>Graphic Relevance</i>	Graphics used are unique and exceptionally related to the slogan and relevant to the subject matter	Graphics are related to the slogan and content are relevant and meets criteria	Graphics used are not linked to the slogan and difficult to understand. Does not meet criteria	
<i>Attractiveness</i>	The poster is exceptional and unique and displays higher level skill in the area of design, layout and neatness. The finished product shows exact care with each element	The poster is appealing and meets criteria in design, layout and neatness	Poster does not meet criteria due to inconsistency in design, layout and neatness.	

Total Points Earned:

Comments:

Judge's Name (Print) _____**Signature** _____**Date:** _____

Rubric for Evaluation of Paper-Based Posters (HS)

Student's Name: _____ School: _____

PERFORMANCE LEVEL	Exceeds Expectations 5-4	Meets Expectations 3-2	Does not meet Expectations 1	Points Earned
Category				
<i>Writing and Grammar</i>	Poster Slogan "Attendance Matters...Every School Day Counts" is unique and exceptionally incorporated into the design of the poster and free of grammatical errors.	Slogan is adequately written and organized, reasonably easy to follow and meets criteria.	Writing is unclear and disorganized, the concepts are difficult to follow, and grammatical errors are present. Does not meet criteria.	
<i>Creativity</i>	Poster is unique and exceptionally displays artist's artistic ingenuity through the exceptional use of color, illustrations, and fully integrates slogan in the design and content.	Poster creatively integrates slogan in design and content but displays use of limited mediums. Meets criteria.	Poster lacks use of color, effectual use design and content and does not integrate slogan. Does not meet criteria.	
<i>Originality</i>	Poster's is exceptional and unique in the use of the slogan and in varied mediums used. Content and design is innovative and easily understood.	Poster is inventive in the use of the slogan and is easily understood. Meets criteria	Poster does not display slogan, innovation and is not easily understood.	
<i>Effective Visual Design</i>	Content within the poster is easily understood, unique, exceptionally appealing, and nicely aligned with the slogan.	Poster is visually appealing and adequately aligns with the subject matter. Meets criteria.	Poster is not aligned with the slogan and/or content and does not meet criteria	
<i>Innovation</i>	Artist displays higher level skill in the exceptional and unique mediums used to the create poster. The artwork is distinctive and visually appealing.	Mediums used to create are limited but are identifiable. Meets criteria.	Medium used to create poster is identifiable but lacks innovation.	

Total Points Earned:

Comments:

Judge's Name (Print) _____**Signature** _____**Date:** _____