

Name: _____

Exemplary

Very Good

Satisfactory

Date: _____

Design

Does the poster feature:

- limited use of words?

Uses words to great effect.

Effort has been made to say the most with the fewest words.

Number of words is satisfactory.

- thoughtful use of images?

One or very few images work with the words to communicate the message.

Effort has been made in selection, creation and placement of images.

Use of images is satisfactory.

- a limited number of colors?

Color choice helps to communicate the message.

Selection of colors reflects an effort to create an effective overall design.

Number of colors is satisfactory.

- thoughtful use of color?

Use of color complements the overall design.

Use of color reflects an effort to create an effective overall design.

Use of color does not distract the viewer.

- an overall design?

Overall design is visually attractive and helps emphasize the message.

Overall design is effective.

Effort has been made in overall design.

Content

Does the poster:

- communicate a message?

The message is particularly effective in tandem with the symbol.

Message is effective.

Message is clear.

- connect the symbol with the poster's message?

The symbol works well with the overall design to communicate the message.

Choice of symbol is especially appropriate to the message.

Connection between the symbol and the message is clear.

Appearance

Does the poster feature:

- even lettering in straight lines?

Lettering contributes to overall effectiveness of poster.

Letters are generally even in size and placed in straight lines.

Effort has been made to make even letters in straight lines.

- paper kept in good condition?

Poster is pristine.

Condition of the paper is excellent.

Condition of the paper does not detract from the poster.

- lettering that is effectively sized?

Choice of letter size reflects thought put into overall design.

Letter size allows a good balance between words and image.

Lettering can be easily read, yet does not distract from the image.

Overall Rating (Circle One):

Exceeds Expectations

Meets All or Most Expectations

Meets Adequate Expectations

Needs Revision

Comments: