

Word AIDS Day Student Poster Contest Rubric for Judging

CATEGORY Value:	10	7	3	0
Adherence to Theme	The design demonstrates complete understanding of the theme and reflects a creative connection.	The design demonstrates an understanding of the theme and adheres to it.	The design reflects some aspects but not a clear connection to the theme.	The design does not reflect the theme in any way.
Originality	Design demonstrates original and creative thought in the use of language, layout and color.	Design demonstrates thought in the use of language, layout and color.	Design reflects some aspects but not a clear connection in the use of language, layout and color.	Design does not demonstrate appropriate thought in the use of language, layout and color.
Clarity of Message	Ideas are expressed in a clear and organized fashion. The message of the poster is clear.	Ideas are expressed in a clear manner, and the message of the poster is somewhat clear.	Ideas are somewhat organized, and message of the poster is not very clear.	The design seemed to be a collection of unrelated images and text. No clear message of the poster is evident.
Typography	Typography supports the theme in an original and readable manner.	Typography supports the theme in an appropriate and readable manner.	Typography does not support the theme in an appropriate manner but is readable.	Typography does not support the theme in an appropriate manner nor is it readable.
Spelling & Grammar	There are no spelling or grammatical mistakes.	There is one spelling or grammatical mistake.	There are 1-3 spelling and grammatical mistakes.	There are many spelling and grammatical mistakes.
Use of Photo and/or Line Illustration	At least one photo or line illustration (e.g. a logo or graphic element) is used in an appropriate and exceptionally creative manner.	At least one photo or line illustration (e.g. a logo or graphic element) is used in an appropriate manner.	At least one photo or line illustration (e.g. a logo or graphic element) is used but not in an aesthetic manner.	No photo or line illustration (e.g. a logo or graphic element) is used.
Specs	Specifications meet all assigned page sizes (11" x 17" with no bleed and a ½" margin all around), non-styled fonts, links to 100% scale images, and optimized resolutions. All handmade artwork uses the 11" X 17" space requirements.	Specifications meet all assigned page sizes (11" x 17" with no bleed and a ½" margin all around), non-styled fonts, links to 100% scale images, and optimized resolutions. All handmade artwork uses the 11" X 17" space requirements.	Specifications meet all assigned page sizes (11" x 17" with no bleed and a ½" margin all around), or use styled fonts, or links to non-100% scale images, or non-optimized resolutions. All handmade artwork uses the 11" X 17" space requirements.	Specifications meet all assigned page sizes (11" x 17" with no bleed and a ½" margin all around), or fonts, or links to images, or useable scales or image resolutions. All handmade artwork uses the 11" X 17" space requirements.
Printability	Final layout is ready to create a final print version and includes all layers and fonts in CMYK format.	Final layout is only ready for Postscript desktop output in CMYK format.	Final layout is only ready for non-Postscript desktop output in CMYK format.	Final layout is not ready for any form of print output in CMYK format.

Student name: _____ School name: _____