

**Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Design**

Does the poster feature:

- |   |   |  |   |   |
|---|---|--|---|---|
| <ul style="list-style-type: none"> <li>• limited use of words?</li> </ul>       | <p>Uses words to great effect.</p>  | <p>Effort has been made to say the most with the fewest words.</p>                   | <p>Number of words is satisfactory.</p>           | <p>Too many words.</p>                          |
| <ul style="list-style-type: none"> <li>• thoughtful use of images?</li> </ul>   | <p>One or very few images work with the words to communicate the message.</p> | <p>Effort has been made in selection, creation and placement of images.</p>          | <p>Use of images is satisfactory.</p>             | <p>Too many images or images are too small.</p> |
| <ul style="list-style-type: none"> <li>• a limited number of colors?</li> </ul> | <p>Color choice helps to communicate the message.</p>                         | <p>Selection of colors reflects an effort to create an effective overall design.</p> | <p>Number of colors is satisfactory.</p>          | <p>Too many colors.</p>                         |
| <ul style="list-style-type: none"> <li>• thoughtful use of color?</li> </ul>    | <p>Use of color complements the overall design.</p>                           | <p>Use of color reflects an effort to create an effective overall design.</p>        | <p>Use of color does not distract the viewer.</p> | <p>Use of color distracts from message.</p>     |
| <ul style="list-style-type: none"> <li>• an overall design?</li> </ul>          | <p>Overall design creates beauty and helps emphasize the message.</p>         | <p>Overall design is effective.</p>  | <p>Effort has been made in overall design.</p>    | <p>No apparent design principle.</p>            |

**Content**

Does the poster:

- |   |   |   |  |  |
|---|---|---|--|--|
| <ul style="list-style-type: none"> <li>• communicate a message?</li> </ul>                        | <p>The message is particularly effective in tandem with the symbol.</p>     | <p>Message is effective.</p>                                      | <p>Message is clear.</p>                                       | <p>Message is unclear.</p>                                       |
| <ul style="list-style-type: none"> <li>• connect the symbol with the poster's message?</li> </ul> | <p>The symbol works with the overall design to communicate the message.</p> | <p>Choice of symbol is especially appropriate to the message.</p> | <p>Connection between the symbol and the message is clear.</p> | <p>Connection between the symbol and the message is unclear.</p> |

**Appearance**

Does the poster feature:

- |  |  |   |  |   |
|--|--|---|--|---|
| <ul style="list-style-type: none"> <li>• even lettering in straight lines?</li> </ul>    | <p>Lettering contributes to overall effectiveness of poster.</p>       | <p>Letters are generally even in size and placed in straight lines.</p> | <p>Effort has been made to make even letters in straight lines.</p>        | <p>Lettering distracts the viewer.</p>                  |
| <ul style="list-style-type: none"> <li>• paper kept in good condition?</li> </ul>        | <p>Poster is pristine.</p>   | <p>Condition of the paper is excellent.</p>                             | <p>Condition of the paper does not detract from the poster.</p>            | <p>Condition of the paper detracts from the poster.</p> |
| <ul style="list-style-type: none"> <li>• lettering that is effectively sized?</li> </ul> | <p>Choice of letter size reflects thought put into overall design.</p> | <p>Letter size allows a good balance between words and image.</p>       | <p>Lettering can be easily read, yet does not distract from the image.</p> | <p>Lettering too small or too large.</p>                |

## Explanation

Did the group explain:

- |  |  |   |  |  |
|--|--|---|--|--|
| • the history and meaning of the symbol? | Explanation clear, complete and pertinent to the poster.                     | Explanation reflects good research of the symbol. | Group did explain the history and meaning. | Explanation could not be understood or did not relate to the symbol. |
| • their use of the symbol in the poster? | Explanation of the symbol enhances the viewer's understanding of the poster. | Clear explanation of why this symbol was chosen.  | Group did explain their use of the symbol. | Explanation could not be understood or did not relate to the symbol. |

**Overall Rating** (Circle One):

Comments:

Exceeds Expectations

Meets All or Most Expectations

Meets Adequate Expectations

Needs Revision