Poster Rubric

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|  | 0 points | 2-1 points | 3-4 points | 5-6 points |
| Target audience and purpose | No relevancy in the poster material to audience or purpose | The student demonstrated a limited understanding of the purpose of their designs and their target audience | The student was able to demonstrate a good understanding of purpose in design and target audience | The student demonstrated throughout a clear understanding of purpose and target audience. |
| Aesthetics | None | Student produces a poster that’s edited choices of font are distracting and not well thought through or consistent throughout the poster | Student produces a poster that is suitable for the audience and adheres to the requirements outlined. Their edited font choices are suitable and mostly consistent throughout the poster. | Student has produced an aesthetically pleasing poster which demonstrates thought has been put into designing the poster to make it attractive and consistent in design |
| Content | No Content | Student has included a minimum amount of content the poster not meeting fully the requirements outlined | Student has included the required content outlined | Student has exceeded the requirements for the content to be included in the poster. |
| Mechanics | No text | Spelling and grammar is poor throughout the poster | Spelling and grammar is of a good standard throughout the poster | Spelling and grammar is excellent throughout the poster |
| Pictures | None used | Few pictures used are not clear or relevant | Most of the pictures used are clear and relevant | Pictures are all clear and relevant |