|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Category | 3 points | 2 points | 1 points | Total Points Earned |
| Message | The intended message is clearly identified and is supported. | Can distinguish an overall topic, but not clearly supported. | Does not distinguish an overall topic. |  |
| Targeted Audience | The audience that was the intended target for this poster is easily recognized. | The audience that was the intended target for this poster is not easily recognized. | There was no clearly defined target audience for the poster. |  |
| Grammar  &  Spelling | The student makes no errors in grammar or spelling that distracts the reader from the content of the poster. | The student makes a number of grammatical and spelling errors that minimally distract the reader from the poster. | The student makes many grammatical and spelling errors that distract the reader from the poster’s content. |  |
| Creativity  &  Neatness | The poster uses color, visual images, and words to clearly communicate the poster’s intended message. The poster is neat and clearly presented. | The poster makes some use of color, visual images and words to communicate the poster’s intended message. The poster is lacking overall neatness and presentation | The poster does not use color, visual images or words to communicate the poster’s intended message. The poster is sloppy and poorly presented. |  |

**Any duplication of an original poster, or plagiarizing will result in an automatic ZERO!**

**NO EXCEPTIONS!!!**