



**Poster & Video Contest**

**Poster Rubric**

Category	4	3	2	0
<b>Graphics - Originality</b>	Several of the graphics used on the poster reflect an exceptional degree of contestant creativity in their creation and/or display	Some of the graphics used on the poster reflect contestant creativity in their creation and/or display	Use of graphics lacks originality and creativity.	No graphics are used in the submission.
<b>Graphics - Relevance</b>	All graphics are related to the topic and make it easier to understand	All graphics are related to the topic and make it easier to understand	Most graphics relate to the topic	Most graphics do not relate to the topic
<b>Attractiveness</b>	The poster is exceptionally attractive in terms of design, layout, and neatness	The poster is attractive in terms of design, layout and neatness	The poster is acceptable attractive though it may be a bit messy	The poster is distractingly messy <u>or</u> very poorly designed. It is not attractive
<b>Mechanics</b>	Capitalization, spelling, grammar, and punctuation are correct throughout the poster	There is 1 error in capitalization, grammar, or punctuation	There are 2 errors in capitalization, spelling, grammar, or punctuation	There are more than 2 errors in capitalization, spelling, grammar, or punctuation
<b>Originality of message</b>	Poster depicts an important and original message in a novel, creative manner	Message is not original, but is displayed in a novel and creative manner	Message is not original. Method of display is creative but not novel	Message is not original. Method of display is not creative or original
<b>Persuasiveness of message (<u>double points</u>)</b>	Poster conveys a clear and important message in a powerful and persuasive manner <b>(8)</b>	Poster clearly conveys a message <b>(6)</b>	Poster hints at a message <b>(4)</b>	No message is conveyed <b>(0)</b>
<b>Appropriate use of one of listed statistics</b>	Uses one of available statistics in an appropriate and creative manner	Uses available statistic. Use is appropriate but not creative	Use of statistic not appropriate (does not fit poster)	Does not use one of required statistics
<b>Required Logos are Present- <i>Regional Coalition AND BHDDH. Count It, Lock It, Drop It AND/OR It Starts with You</i></b>	All 3 required logos are present	Only 2 logos are present	1 logo is present	Submission did not incorporate any of the required logos
<b>Overall Impression</b>	One of the best entries	Above average	Average	Below average

**TOTAL SCORE:**

# Video Rubric

## Poster & Video Contest

Category	4	3	2	0
<b>Graphics - Originality</b>	The graphics/clips used in the video reflect an exceptional degree of creativity in their creation and/or display	Some of the graphics/clips used in the video reflect contestant creativity in their creation and/or display	Use of graphics/clips lacks originality and creativity.	No graphics/clips are used in the submission.
<b>Graphics - Relevance</b>	All graphics/clips are related to the topic and make it easier to understand	All graphics/clips are related to the topic and make it easier to understand	Most graphics/clips relate to the topic	Most graphics/clips do not relate to the topic
<b>Attractiveness</b>	Video is well planned with smooth transitions and edits. Sound is expertly balanced and easy to hear	Video is well planned with competent edits. Sound is well balanced and easy to hear	Video was somewhat planned. Transitions and edits are rudimentary	Video is not well planned and has poor edits. Sound is of poor quality. Many elements are distracting
<b>Mechanics</b>	Capitalization, spelling, grammar, and punctuation are correct throughout the video	There is 1 error in capitalization, grammar, or punctuation	There are 2 errors in capitalization, spelling, grammar, or punctuation	There are more than 2 errors in capitalization, spelling, grammar, or punctuation
<b>Originality of message</b>	Video depicts an important and original message in a novel, creative manner	Message is not original, but is displayed in a novel and creative manner	Message is not original. Method of display is creative but not novel	Message is not original. Method of display is not creative or original
<b>Persuasiveness of message (<u>double points</u>)</b>	Video conveys a clear and important message in a powerful and persuasive manner <b>(8)</b>	Video clearly conveys a message <b>(6)</b>	Video hints at a message <b>(4)</b>	No message is conveyed <b>(0)</b>
<b>Appropriate use of one of listed statistics</b>	Uses one of available statistics in an appropriate and creative manner	Uses available statistic. Use is appropriate but not creative	Use of statistic not appropriate (does not fit poster)	Does not use one of required statistics
<b>Required Logos are Present- (<i>Regional Coalition, BHDDH, Count It, Lock It, Drop It AND/OR It Starts with You</i>)</b>	All 3 required logos are present	Only 2 logos are present	1 logo is present	Submission did not incorporate any of the required logos
<b>Overall Impression</b>	One of the best entries	Above average	Average	Below average

**TOTAL SCORE:**