Rubric for Safety Poster Competition

Criteria	1-Poor	2-Fair	3-Good	4-Very Good	5-Excellent	Score
Visual Design	Poster lacks visual appeal, with poor use of images, colors, or layout.	Poster has limited visual appeal, with some use of images or colors but lacks coherence.	Poster is visually appealing, with good use of images, colors, and layout, though improvements are possible.	Poster is visually engaging, with effective use of images, colors, and layout to enhance communication.	Poster is highly visually engaging, with a professional and memorable design that enhances communication.	
Clarity of Messaging	Poster is confusing, with unclear, long, or overly complex language.	Poster is somewhat unclear, with noticeable gaps in messaging or organization.	Poster is generally clear, with concise language and good organization, though improvements are possible.	Poster is clear and well-structured, with concise language and effective organization.	Poster is highly intuitive, with clear and concise messaging that is understandable quickly.	
Relevance to Location	Poster does not address the specific safety needs of the chosen location.	Poster doesn't obviously address safety needs of the chosen location or lacks depth or specificity.	Poster addresses the safety needs of the chosen location adequately, with some consideration of context.	Poster effectively addresses the safety needs of the chosen location, with clear relevance to the context.	Poster is highly relevant to the chosen location, with a deep understanding of its safety needs and context.	
Call to Action	Poster fails to encourage action or provide clear safety steps.	Poster provides a weak call to action, with limited clarity on safety steps.	Poster offers a moderate call to action, with some clarity on safety steps.	Poster provides a clear and actionable call to action, encouraging safe practices.	Poster delivers a compelling and memorable call to action, motivating the audience to adopt safe practices.	
Explanation	Explanation is unclear, lacks detail, or does not justify design choices.	Explanation is somewhat unclear, with limited detail or justification for design choices.	Explanation is generally clear, with adequate detail and justification for design choices.	Explanation is clear and detailed, with strong justification for design choices.	Explanation is highly detailed and compelling, with excellent justification for design choices.	
					Total Score	