



# Thematic Promotion Rubric

Name(s) of Participant(s)

School:

Level: (Circle One)

Level 1

Level 2

Level 3

						<b>Points</b>
<b>State Theme Presentation</b>	<b>0-2</b> State theme not represented	<b>3-8</b> Poor representation of the state theme	<b>9-13</b> Good representation of the state theme	<b>14-17</b> Very good representation of the state theme	<b>18-20</b> Excellent representation of the state theme	
<b>Creativity</b>	<b>0-1</b> No creativity/ Unoriginal	<b>2-6</b> Lacks creativity	<b>7-9</b> Somewhat creative	<b>10-12</b> Very Creative	<b>13-15</b> Extremely creative	
<b>Overall Attractiveness Neatness</b>	<b>0-1</b> Unattractive and/or sloppy	<b>2-6</b> Very messy, not very attractive	<b>7-9</b> Somewhat attractive, but not very neat	<b>10-12</b> Very attractive and neat, eye-catching	<b>13-15</b> Extremely attractive and neat	
<b>Layout</b>	<b>0-1</b> No Defined Design	<b>2-4</b> Not well laid out, cluttered and confusing	<b>5-6</b> Somewhat clear, only slightly cluttered	<b>7-8</b> Good – Well laid out with room for all elements	<b>9-10</b> Excellent – Not cluttered, elements are clear	
<b>Color Schemes</b>	<b>0-1</b> No Color Scheme	<b>2-3</b> Poor color choices – many clashing colors or too many colors	<b>4-5-6</b> Somewhat attractive, but have a few too many colors or ones that do not look very good together	<b>7-8</b> Good – colors are fairly coordinated and look pretty well together	<b>9-10</b> Excellent – all colors are coordinated and look good together	
<b>Balance</b>	<b>0-1</b> Unbalanced – with too many elements in one area and too few in another	<b>2-3</b> Poor –several elements lack visual balance	<b>4-5-6</b> The banner is somewhat visually balanced	<b>7-8</b> Good – Most of the elements are visually balanced	<b>9-10</b> Excellent balance – all of the elements are equally spaced throughout	
<b>Lettering</b>	<b>0-1</b> Lettering is illegible and confusing	<b>2-3</b> Poor – The letters are difficult to read and understand	<b>4-5-6</b> Fair – the letters could be easier to read, and/or may need to be spaced better	<b>7-8</b> Good – the letters are fairly easy to read and have good spacing	<b>9-10</b> Excellent – all letters are clear, easy to read, and are appropriately spaced	
<b>Evaluators Comments:</b>						<b>TOTAL</b>