



# CTE MONTH POSTER CONTEST

## Scoring Rubric



The following rubric will help you determine the quality of your final product. Content focuses on the clarity, relevance, and effectiveness of the information presented, as well as how well the messaging engages and connects with the viewer. Creativity and Production assesses the overall design and structure of your poster. This includes the layout, choice of fonts, color scheme, and the use of images—all of which should work together to enhance the visual appeal, evoke emotion, and present the content in a polished, professional manner.

### Content

#### Basic: 0-3

The poster is missing multiple required elements such as logos, title, credits, or statistics.

Information included may be unclear, inaccurate, or not connected to Arizona CTE.

Overall, the content does not meet the contest requirements.

#### Intermediate: 4-7

The poster includes most of the required elements, but one or two items may be incomplete or missing.

Content is mostly accurate but may lack clarity or organization, making it less effective in communicating the message.

Statistics may be present but not highlighted in a meaningful way.

#### Advanced: 8-10

The poster includes all required elements with accuracy and clarity.

Statistics are well-chosen, clearly presented, and enhance the overall message about Arizona CTE.

Content is complete, well-organized, and effectively communicates the importance of CTE.

### Creativity and Production

#### Basic: 0-3

Lacks organization; poor use of space or elements.

Images, if included, are low quality or do not complement the content.

Text is hard to read due to font choice, size, or color contrast.

#### Intermediate: 4-7

Poster shows some creative effort in design and layout.

Layout is functional, though some sections may feel unbalanced or need refinement.

Images are clear, but may not always relate strongly to the content or appear optimized.

Text is mostly readable, but some areas could be improved (e.g., font size, color contrast).

#### Advanced: 8-10

Poster demonstrates exceptional creativity in both design and presentation.

Innovative use of visuals, typography, and layout captures attention and enhances the message.

High-quality, relevant images and graphics enhance the message.

Text is easy to read, with a well-chosen font, size, and color contrast.