Poster Design Rubric – Wellbeing & Culture Festival

	EXCELLENT - 10	GOOD - 8	NEEDS IMPROVEMENT - 6	NEEDS RESTRUCTURING -4	BELOW EXPECTATIONS 0
MESSAGE CLARITY & PURPOSE: Evaluates how clearly the poster communicates the festival's purpose and core message.	Message is clear, focused, and strongly aligned with the festival's values and objectives.	Message is understandable but could be more focused or impactful.	Message is present but unclear or inconsistent.	Message is confusing or poorly communicated	Message is missing or ineffective.
TARGET AUDIENCE ALIGNMENT: Assesses how well the design responds to the defined target audience.	Visual language, tone, and content are perfectly aligned with the intended audience.	Audience is considered but not fully reflected in all design choices.	Limited connection to the target audience.	Audience is unclear or poorly defined.	No evident consideration of audience.
VISUAL CONCEPT & IDEA: Evaluates originality and strength of the core	Strong, original concept with clear intentionality.	Concept is relevant but could be more distinctive.	Concept feels generic or underdeveloped.	Weak or inconsistent concept.	No clear visual concept.
COMPOSITION & LAYOUT: Assesses balance, structure, and visual flow.	Composition is well-balanced, intentional, and visually engaging.	Layout works but could improve hierarchy or spacing.	Composition shows imbalance or lack of clarity.	Disorganized or confusing layout.	Poor composition that affects readability.
VISUAL HIERARCHY AND INFORMATION CLARITY: Evaluates how effectively information is	Hierarchy is clear; key information is immediately understandable.	Hierarchy exists but could be more refined.	Important information competes visually.	Hierarchy is unclear or ineffective.	Information is difficult to read or locate.
TYPOGRAPHY: Assesses type choice, legibility, and expressive use.	Typography supports the concept and is highly legible.	Type choices are appropriate but not fully optimized.	Typography is inconsistent or weak.	Poor type choices affect readability.	Typography is ineffective or careless.
COLOR: Evaluates emotional and strategic use of color.	Color palette enhances mood and reinforces the message.	Color use is appropriate but could be more intentional.	Color choices feel arbitrary or inconsistent.	Color distracts from the message.	Poor or confusing use of color.
RATIONALE & JUSTIFICATION: Evaluates the written explanation of design decisions.	Clear, logical, and well-articulated rationale.	Explanation is adequate but could be deeper.	Rationale is vague or superficial.	Weak connection between concept and execution.	No rationale or poor explanation.
INSTRUCTIONS COMPLIANCE & TECHNICAL QUALITY: Evaluates adherence to project instructions and overall technical execution.	All instructions are followed precisely. File is correctly named (LASTNAME_POSTER.pdf), submitted in the required format, and shows high technical quality. The poster is clean, well-exported, and free of pixelation or resolution issues.	Minor issues in following instructions or technical execution (e.g., small naming or export inconsistencies), but overall quality remains acceptable.	Several instructions are partially followed. File format, naming, or resolution shows noticeable issues that affect presentation.	Instructions are not clearly followed. Technical problems (pixelation, poor export, incorrect format) significantly affect the work.	Instructions are largely ignored. File is incorrectly named, poorly exported, or technically unacceptable.
IN-CLASS ACTIVITY.	The activity is fully completed during class time, meets all stated requirements, and demonstrates strong quality and thoughtful execution. The proposal is well-developed, clearly structured, and shows intentional decision-making.	The activity is mostly complete and meets most requirements. The proposal shows adequate effort and understanding, with minor gaps in quality or clarity.	The activity is partially completed and meets some requirements. The proposal lacks depth, clarity, or consistency.	The activity is incomplete or poorly executed, does not meet the stated requirements, and shows little to no evidence of planning or understanding.	Not delivered or presented.