

RUBRIC for Judging:

- Clearly promotes the theme - "Take Off with School Breakfast "
- Creativity
- Legible text/clear imagery and bright, bold colors

Each category will be rated on a 0-4 scale, so a poster with 12 points would be a perfect score.

- Clearly promotes the theme:
 - 4 = Clearly shows how eating a nutritious school breakfast helps students Score Big in the classroom and beyond
 - 3 = Shows that eating school breakfast is important
 - 2 = Encourages breakfast eating but doesn't make a strong case for how important the meal is
 - 1 = Slightly encourages breakfast eating
 - 0 = Doesn't promote the theme
- Creativity:
 - 4 = All original concepts, designs, and colors that bring home the theme in a unique way
 - 3 = All original concepts, designs, and colors, but doesn't stand out as unique
 - 2 = While all original, looks to have used other art for references
 - 1 = Some images/designs/colors copied from other sources
 - 0 = Not original at all
- Legible text/clear imagery and bright, bold colors
 - 4 = The poster pops from the page and would look great as a supersized image to promote School Breakfast
 - 3 = Everything is clear, but doesn't necessarily pop from the page
 - 2 = Not everything on the poster is clear
 - 1 = Poster does not stand out and multiple things are unclear
 - 0 = Illegible and dull colors used