

Northwest Conservation District Themed Poster Contest Rubric (Total: 100 Points)

Conservation Message	50 points	Uses the Correct theme and communicates it clearly
	45–50 (Excellent)	Poster strongly and clearly reflects the conservation theme. Message is accurate, compelling, and easy to understand at a glance.
	35–44 (Good)	Theme is clearly present and mostly accurate. Message is understandable but may lack impact or clarity.
	25–34 (Fair)	Theme is somewhat related but unclear, incomplete, or weakly communicated.
	0–24 (Needs Improvement)	Theme is incorrect, missing, or not clearly connected to conservation.
Visual Effectiveness	30 points	Design quality and visual impact
	27–30 (Excellent)	Strong visual impact; effective use of color, layout, images, and text. Poster is eye-catching and well balanced.
	21–26 (Good)	Visually appealing with good organization; minor design issues do not detract from the message.
	15–20 (Fair)	Visual elements are present but cluttered, unbalanced, or not very engaging.
	0–14 (Needs Improvement)	Poor visual organization; difficult to read or lacks visual appeal.
Universal Appeal	10 Points	Message is understandable and relatable to abroad audience
	9–10 (Excellent)	Message is inclusive, clear, and meaningful to people of different ages, backgrounds, and experiences.
	7–8 (Good)	Message is generally understandable but may appeal more to a specific audience.
	4–6 (Fair)	Message has limited appeal or may be confusing to some viewers.
	0–3 (Needs Improvement)	Message is unclear, exclusionary, or difficult for most audiences to relate to.
Originality	10 points	Creativity and uniqueness of the idea
	9–10 (Excellent)	Highly creative and original approach; stands out from other entries.
	7–8 (Good)	Some creative elements; idea shows but is somewhat familiar.
	4–6 (Fair)	Limited originality; relies on common or predictable ideas.
	0–3 (Needs Improvement)	Lacks creativity; closely resembles common or copied concepts.