



LifeSmarts
Learn it. Live it.

**LifeSmarts Be Safe, Buy Real
 Anti-Counterfeiting Digital Poster Contest Rubric**

| CATEGORY | 5 | 4 | 3 | 2 |
|--|--|--|--|--|
| Content / Message Effectiveness | The content of the poster grabs the viewer's attention and successfully delivers an effective message about counterfeit goods. | The content of the poster gets the viewer's attention and successfully delivers a message about counterfeit goods. | The content of the poster provides a message about counterfeit goods. | The content of the poster does not provide a coherent message about counterfeit goods. |
| Information Content - Accuracy | All facts displayed on the poster are accurate and advance the poster's educational message. | All facts displayed on the poster are accurate. | The majority of the facts displayed on the poster are accurate. | Some of the facts displayed on the poster are accurate. |
| Theme and Creativity | The poster reflects an exceptional degree of student creativity and the use of original ideas with an effective theme. | The poster reflects student creativity and the use of some original ideas. The theme is relatively effective. | The poster displays some creativity and limited original thinking. The theme is somewhat effective. | The poster lacks creativity or original thinking. The theme is ineffective. |
| Attractiveness | The poster is exceptionally attractive in terms of design, layout, and neatness. The overall organization and use of color, fonts and space make the poster interesting. | The poster is attractive in terms of design, layout and neatness. Color, fonts and use of space is good. | The poster is somewhat attractive though a bit messy. Color, use of fonts and use of space appears somewhat haphazard. | The poster is distractingly messy or very poorly designed. It is not attractive. Colors, fonts and use of space do not add to the visual appeal of the poster. |

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|---------------------------------------|---|--|--|--|
| Use of Graphics | All graphics are attractive, relate to the topic, and increase understanding. Original graphics are used. All borrowed graphics have a source citation. | All graphics are relatively attractive, relate to the topic, and enhance understanding. Some use of original graphics. All borrowed graphics have a source citation. | Some graphics relate to the topic and most enhance understanding. Few original graphics are used. Most borrowed graphics have a source citation. | Graphics do not relate to the topic or enhance understanding. No indication of original graphics. Several borrowed graphics do not have a source citation. |
| Grammar & Mechanics | There are no grammatical mistakes on the poster. Capitalization and punctuation are correct. | There is one grammatical mistake or one error in capitalization or punctuation. | There are two grammatical mistakes or errors in capitalization or punctuation. | There are more than two grammatical mistakes or two errors in capitalization or punctuation. |
| TOTAL (30 possible points) | . | | | |

Resources:

- [UL's Be Safe, Buy Real educational campaign](#)
- [LifeSmarts links](#)