

Poster:

Describes an activity, service, or event; one time or annual; 8 1/2 x 14 or larger. (Please submit unmounted)



For ISPRA Use Only:

Entry #

**Iowa School Public Relations Association
Communications Contest
Category O: Poster**

Name of Organization/District: _____

Name of Entry: _____

OVERALL

POINTS

- 1. This piece is written for the information needs and interests of the intended audience.. _____/20
- 2. The piece leaves a positive impression on the reader. _____/15
- 3. Layout demonstrates attention to design principles and format is consistent throughout message. _____/10

STYLE

- 4. Content/writing is appropriate for the intended audience. _____/10
- 5. Writing is clear, concise, avoids educational jargon, uses active voice, quotes, concrete nouns and action verbs. _____/10

GRAPHICS

- 6. The design is attractive and readable. _____/15
- 7. Photos, graphics, color, and other design elements are appropriately cropped or sized, enhance the written message or tell a story in themselves. _____/15

EVALUATION (Org./District described how this item was evaluated for its effectiveness.) _____ / 5

TOTAL SCORE _____

Judges: Please provide positive comments as well as suggestions for improvements for this entry on the back of this sheet.