
Heat Safety PSA Poster Rubric

Criteria	4 - Excellent	3 - Good	2 - Developing	1 - Needs Improvement
Slogan	Catchy and memorable; strongly supports heat safety theme	Clear and relevant; supports message	Somewhat relevant; lacks impact	Missing or unclear
Risk Factor	Realistic and specific; clearly explained	Realistic; somewhat explained	Vague or general; needs more detail	Missing or inaccurate
Symptoms (2)	Accurate and clearly stated; shows understanding	Accurate; mostly clear	One symptom unclear or missing	Symptoms missing or incorrect
Safety Tips (2)	Practical and well-chosen; clearly explained	Tips are relevant; mostly clear	One tip unclear or missing	Tips missing or not useful
Call to Action	Strong and persuasive; encourages action	Clear and relevant	Somewhat vague	Missing or ineffective
Visual Design	Bold, creative, and eye-catching; enhances message	Visually appealing; supports message	Basic visuals; limited impact	Lacks visual appeal or effort
Sentence Starters (optional)	Effectively used to support message	Used appropriately	Used minimally	Not used
Overall Effort & Clarity	Exceptional effort; message is clear and persuasive	Good effort; message mostly clear	Some effort; message needs work	Minimal effort; message unclear
