



Snohomish County 4-H Program

Scoring Rubric for Posters

Department Y of the Evergreen State Fair Premium Guide

Revised January 2021

Member Name

Poster Title

INSTRUCTIONS FOR SCORING:

- Informational Posters should make viewers STOP - READ - REMEMBER
- Score each criteria below up to the "Max" points.
- Refer to "The Danish System" scoring chart to the right to award Danish earned.
- Consider exhibitor's age, experience, and any accommodations when scoring.
- Provide feedback by circling qualities or areas for improvement; and/or write additional comments.

The Danish System:

- Blue = Excellent; entry nearly meets the "ideal standard." 90-100 points
- Red = Good; room for improvement in a few areas. 80-89 points
- White = Fair; many improvements are needed. 70-79 points
- Participation only: Far below standards. > 70 points

Category & Criteria	Desirable Qualities	Areas for Improvement	Max	Pts	
MESSAGE (50 points)					
One Main Idea	Main idea is easy to determine	Too general; unclear; too many facts, ideas, messages	10		
Accuracy	Facts are accurate; subjective ideas and opinions are clearly conveyed as such	Subjective ideas are presented as facts or are otherwise misleading; grossly inaccurate entries may be judged but not displayed, or may be disqualified at judge's discretion depending on risk to the public	10		
Brief and Clear	Entry can be observed and understood in a glance/moment/minute or two	Too much information; use of non-value-added words (e.g. "did you know?")	10		
Value and Impact	Stimulates thought or teaches/shows an idea	Viewers not likely to remember/understand	10		
Appropriate for Audience	Interesting to audience; relevant for the community	Too basic or already known by audience; too complex without appropriate, succinct context also presented; content is excessively gory or "R" rated	10		
Comments					
DESIGN (30 points)					
Lettering Size	Easily read from 10 ft	Too small, too narrow	5		
Lettering Layout	Neat and well-planned; consistent spacing; balanced; flow of information is clear and easy to follow	Cramped, cluttered; hand-drawn lettering is smudged; cut-out lettering is untidy	5		
Lettering Style	Readable and attractive; style adds interest or attracts viewers; spelling, punctuation, grammar are correct	Style distracts from message; use of inconsistent style that does not enhance the message; ineffective use of ALL CAPS; hand-drawn lettering is too thinly drawn	5		
Illustration Size	Easily observed from 10 ft	Too small; content of illustrations is cluttered or difficult to view or understand from 10ft	5		
Illustration Layout	Neat and well-planned; consistent spacing; balanced	Cramped, cluttered; hand-drawn illustrations are smudged, too thinly drawn, or difficult to interpret or understand; objects or cut-out illustrations are untidy;	5		
Illustration Relevance	Contributes to the main idea; adequately labeled or captioned if necessary, based on audience knowledge	Unrelated to message; too general, nonspecific; copyrighted materials used	5		
Comments					
OVERALL PRESENTATION (20 points)					
Colors	Effectively used; harmonious	Too many colors resulting in distraction or difficulty for viewer to focus; colors clash	5		
Layout	Neat and well-planned; organized; orderly	Untidy; content crams against the edges of the poster	5		
Size & Materials	Complies with entry requirements for Dept Y and related project department; Entry is presentable, intact & sturdy; label on the back is complete per project department requirements; content is securely affixed	Entry is too big, too small, or of the wrong type/wrong department (tri-folds, diaramas, etc. should be Dept Z); materials are flimsy, smudged, wrinkled, torn, or dirty; edges of cut-out materials are peeling off	5		
Creativity	Idea or presentation of idea is imaginative, original; attracts viewer's attention; content and/or presentation is appropriate for the age group of the member	Viewers have likely seen something similar already; content and/or presentation is comparable to the standards of a younger age group	5		
Comments				GRAND TOTAL SCORE	
				DANISH AWARD	