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| **Topic R/T Burn or Fire Prevention** | 0 = No  
1 = mixed message  
2 = Yes  |   |   |   |   |   |   |   |   |    |    |
| **Text vs. graphics on the page**     | 0 = cluttered (too many words and multiple pictures)  
3 = Title only and one Picture (if multiple words, must add to the balance/theme of the poster)  
5 = Title only and one picture, text and graphics are balanced, very pleasing to look at, professional appearance |   |   |   |   |   |   |   |   |    |    |
| • Is poster balanced, have enough white space  
• Not too many words  
• Should be able to understand what the poster is about in a glance  
• If there are multiple words, do they add to the poster |   |   |   |   |   |   |   |   |    |    |
| **Graphics**                          | 0 = Hard to look at, images not clear, Picture/graphics do not help audience understand message  
3 = Picture/graphics contribute to overall prevention message  
5 = pictures clearly state a prevention message, are appropriate to intended audience, pleasing to the eye |   |   |   |   |   |   |   |   |    |    |
| • Pleasing to the eye  
• Does image help viewer understand the message  
• Pictures/graphics appropriate to intended audience |   |   |   |   |   |   |   |   |    |    |
| **Organization and Flow**             | 0 = No clear idea of how to move through poster  
3 = Idea is present, but hard to decipher  
5 = Main idea present, pictures and words help reader move through the poster, poster feels organized and easy to understand |   |   |   |   |   |   |   |   |    |    |
| • Does the poster make sense  
• Can the average audience understand the poster without explanation |   |   |   |   |   |   |   |   |    |    |
| **Poster Message**                   | 0 = No Burn Prevention message present  
3 = Message conveyed without needing additional explanation  
5 = Clear, defined message, understandable by most audiences |   |   |   |   |   |   |   |   |    |    |
| • Is there a message  
• Is it understandable by either picture or words  
• Is message appropriate |   |   |   |   |   |   |   |   |    |    |
| **Total Score**                       |   |   |   |   |   |   |   |   |    |    |