

ODOT/APAO/WESD Billboard Contest Rubric

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
Readability	Text is clear, concise, easy to read			
Target Audience	The billboard strongly resonates with the teen audience, using language, visuals, and themes that connect effectively.	The billboard mostly appeals to the teen audience, with some elements that may not fully engage them.	The billboard makes an attempt to connect with the teen audience, but its appeal is inconsistent.	The billboard lacks a clear focus on the teen audience, making it less relatable.
Design Quality	The design is visually appealing, creative, and innovative, capturing attention effectively.	The design is well-crafted and engaging, with some creativity evident in the layout and graphics.	The design is adequate, but lacks creativity and may not stand out among other entries.	The design is basic and there is limited effort to make it visually appealing
Response to Prompt	The billboard effectively addresses the given prompt, showcasing a deep understanding of the theme and delivering a compelling message.	The billboard mostly responds to the prompt, but some aspects could be further developed or clarified.	The response to the prompt is basic, with limited depth or creativity in addressing the theme.	The billboard's connection to the prompt is weak, and it lacks a clear focus on the specified theme.
Overall Impression	The billboard is exceptional, demonstrating a strong balance of readability, audience appeal, design quality, and prompt responsiveness.	The billboard is good, with notable strengths but may have some minor flaws or areas for improvement.	The billboard is satisfactory, meeting basic requirements but lacking in overall impact.	The billboard is satisfactory, meeting basic requirements but lacking in overall impact.