**Visual Appeals Poster Rubric**

**ENG 2D**

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| Category | Level 1 | Level 2 | Level 3 | Level 4 |
| Knowledge | Poor understanding... | Some understanding | Strong understanding... | Excellent understanding of appeals |
| Thinking | Structure and analysis need further clarity. | Structure has lapses; analysis is satisfactory | Structure is evident, but has lapses; analysis is effective | Analysis uses strong structure and clearly deconstructs the poster |
| Communication | Poster’s effectiveness is limited; use of colour is poor | Poster is somewhat appealing; use of colour could be more considered | Poster is appealing with strong use of colour | Visually appealing and original; well conceived; excellent use of colours |
| Application | Message is trite or weak; poster is not effective | Message could be stronger; poster is somewhat effective | A unique message is evident; poster is impressive | A strong and unique message is evident and clear; poster is visually impressive |