

Gobble Up: Turkey Marketing Competition Elementary Rubric

	16 – 20 pts.	11 – 15 pts.	6 – 10 pts.	0 – 5 pts.	Judge's Score
Product	The poster clearly identifies, promotes, and defines the product in a way that is exceedingly easy to understand.	The poster identifies, promotes, and defines the product in a way that is easy to understand.	The poster does not identify, promote, or define the product in a way that is easy to understand.	The poster does not identify, promote, or define a specific turkey product.	
Visual Impact	The poster is very well done, showing artistic merit, creativity, and is exceedingly neat and visually pleasing.	The poster shows artistic merit, creativity, and is adequately neat and visually pleasing.	The poster shows some artistic merit and creativity but is not adequately neat or visually pleasing.	The poster shows little artistic merit, creativity, and/or lacks neat or visually pleasing characteristics.	
Evidence of Learning	The poster clearly shows evidence of superior research, learning, and knowledge about turkey.	The poster clearly shows evidence of research, learning, and knowledge about turkey.	The poster shows some evidence of research, learning, and knowledge about turkey.	The poster shows little evidence of research, learning, and knowledge about turkey.	
Accuracy	The poster portrays turkey nutrition with exceeding accuracy.	The poster portrays turkey nutrition information with accuracy.	The poster portrays turkey nutrition with some accuracy.	The poster does not portray turkey nutrition information with accuracy.	
Originality	The poster is eye-catching, interesting, unique, and original. Originality was used when selecting a turkey product.	The poster is eye-catching, and unique. The turkey product chosen displays some originality.	The poster is eye-catching, but either the poster or turkey product lack some originality.	The poster and turkey product do not show originality or unique qualities.	
Total					/100
Judge's Comments					