

2025 CTE Month® Poster Scoring Rubric

The following rubric will help you determine the quality of your final product. Content focuses on the clarity, relevance, and effectiveness of the information presented, as well as how well the messaging engages and connects with the viewer. Creativity and Production assesses the overall design and structure of your poster. This includes the layout, choice of fonts, color scheme, and the use of images—all of which should work together to enhance the visual appeal, evoke emotion, and present the content in a polished, professional manner.

Content

Basic: 0-3

Poster includes limited information about CTE programs or career opportunities.

The message may be unclear or lacking in focus, with minimal connection to real-world applications.

Key marketing elements (such as benefits, specific careers, or program details) are missing or vague.

Does not effectively engage the audience or fail to highlight the value of CTE education.

Intermediate: 4-7

Poster includes general information about CTE programs and careers, but some areas may need further clarification or depth.

The message is mostly clear but could better emphasize the practical value of CTE and its relevance to students.

Career paths, skills developed, or success stories, are included but might not be fully impactful or persuasive.

The poster does not effectively engage the audience or fail to highlight the value of CTE education.

Advanced: 8-10

Poster clearly communicates the benefits of CTE programs and directly connects them to real-world careers, skill development, and success opportunities.

The message is compelling, concise, and easily understood, effectively showcasing the value of CTE education.

Specific career paths or student success stories are well-integrated, making the information relevant and persuasive.

The poster engages the target audience with a strong, clear call to action.

Creativity and Production

Basic: 0-3

There is little to no effort to make the design stand out or engage the viewer.

Layout is disorganized, and the poster lacks visual appeal or structure.

Images, if included, are low quality or do not complement the content.

Text is hard to read due to font choice, size, or color contrast.

Intermediate: 4-7

Poster shows some creative effort in design and layout.

Layout is functional, though some sections may feel unbalanced or need refinement.

Images are clear, but may not always relate strongly to the content or appear optimized.

Text is mostly readable, but some areas could be improved (e.g., font size, color contrast).

Advanced: 8-10

Poster demonstrates exceptional creativity in both design and presentation.

Innovative use of visuals, typography, and layout captures attention and enhances the message.

High-quality, relevant images and graphics enhance the message.

Text is easy to read, with a well-chosen font, size, and color contrast.