

## **Sustainable Seafood Poster Contest**

This year's MARE program has focused on sustainable seafood, meeting the needs of the present without limiting the ability of people, other species, and future generations to survive. The student posters should emphasize how and why people should make sustainable choices when dining.

### POSTER REQUIREMENTS:

When creating the posters, keep diners at seafood restaurants (the target audience) in mind. Think about the following:

- What scientific facts do you want to tell them about sustainable seafood?
- What is he/she thinking about when they go to a seafood restaurant?
- How can I make this important to their lives?
- What will grab their attention?

Posters must be the students' own original artwork. Copyrighted characters (such as cartoon characters) or copyrighted clip art will not be accepted.

### Materials:

- The poster must be 11" x 17" (landscape layout only)
- Paint, pen and ink, crayon, markers, etc. when creating their posters

### JUDGING:

Each group should choose two posters to be judged by our panel of judges on Ocean Day. To determine the strongest posters and to help the students prepare their posters, use the scale on the next page. This is the rubric that will be used by the panel of judges at Ocean Day.

	<b>You've changed my mind...</b>	<b>Great ideas! I'll think about it...</b>	<b>I still need to hear more...</b>	<b>I am not convinced...</b>	<b>Score</b>
<b>Content (Persuasive elements):</b> <i>Is the message clear and how effectively does the poster influence beliefs, attitudes, and behaviors of the target audience (the diner at the restaurant)?</i>	The poster conveys a clear message such that the audience (the diner) knows exactly what you are trying to get across. The message is appropriate and relevant to the target audience (what he/she is thinking about when at the restaurant, how it is important to his/her life, what is he/she interested in or like). (30 pts)	The poster conveys a somewhat clear message and somewhat relates to the target audience but could do more to be relevant to the diner. (20 pts)	The message is confusing, silly, or unrealistic. Your target audience (the diner) will be confused or unclear about what you are trying to inform them about. (10 pts)	There is no clear message at all and no persuasive strategies were used. (0 pts)	
<b>Scientific Accuracy:</b> <i>Is the information portrayed on the poster scientifically accurate and used to support the argument?</i>	The scientific background is accurate and the poster uses scientific information to convey its message. (30 pts)	Scientific information is accurate but it is simply stated and not used to persuade the audience. (20 pts)	Scientific information contains common inaccuracies or is mostly accurate. (10 pts)	Poster contains no scientific information or contains scientific information that is consistently inaccurate. (0 pts)	
<b>Creativity/Appearance (Attention Grabbing):</b> <i>How effectively the entry will attract the audience's attention?</i>	This poster reflects time and effort in its construction and is original and creative. It is near, colorful, and eye catching. The poster stand out from other candidates because of its originality and appearance. (20 pts)	The poster reflects time and effort in its construction but is not as creative. It is neat and colorful but not as eye catching or original. (10 pts)	The poster lacks neatness and shows less effort in its construction. It is gets the ideas across but is unoriginal and plain. (5 pts)	The poster is very messy or unfinished. It reflects little time and effort. (0 pts)	
<b>Organization:</b> <i>How well the poster flows. Is the poster easy to follow?</i>	The poster has a dominant slogan and the right amount of information (not too much to read or too little to be convincing). Also, there is a balance between text and graphics. Information is easy to follow because the poster has been planned. (15 pts)	The poster has an appropriate amount of information (there is a balance between text and graphics). Information is easy to follow because the poster has been planned. (10 pts)	The poster is workable but sometimes the information does not flow. (5 pts)	The poster is disorganized, loses focus, or may be hard to follow. (0 pts)	
<b>Punctuation and Grammar</b>	Poster has been edited carefully. There are no grammatical errors and all sentences are easy to read. (5 pts)	Poster has one or two minor errors but is still easy to read. (3 pts)	Poster has grammatical errors but they do not impact the audience's understanding. (1 pt)	Poster has many grammatical errors which make it confusing for the audience to understand the message. (0 pts)	

Total Score \_\_\_\_\_