

Student # _____

Judge # _____

Fairfield Jr. High School - Media Fair
Publisher Scoring Rubric

Newsletters & Brochures

	Judging Criteria	Critique & Score
Design/Layout 30%	Easy to read. Font aids in design. Effective use of color, balance, space, variety and repetition. Logical sense of information. Consistent Visual Elements – such as the use of headlines, photos, graphics, color scheme, text organization, illustrations, & captions.	
Content 40%	Evidence of educational value. Information is clear, appropriate, and correct. Subject knowledge is evident in the product. Well researched topic.	
Creativity & Originality 20%	The design captures the attention of the viewer. Evidence of new thought or original idea that shows initiative.	
Grammar & Crediting Sources 10%	No spelling, punctuation, grammar, or usage errors to be found. All pictures & videos are properly credited. All sources used are properly cited.	
