Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Poster Planning Sheet and Rubric**

When creating a poster, you want to give customers information quickly because most people do not stop to read posters. They see them while passing by in cars or on foot.

1. What is the one thing you want people to know about your product or service?
2. Brainstorm within your groups and find ways to make the one item stand out. Some examples would be to make the picture/text the largest item on the poster, make the text bold, or create contrasting color.
3. Now think of two or three other items you want your potential investors to know about your product or service (i.e. where to buy your product or service). Brainstorm how to put these items on the poster without detracting from the focal point above.

Tips for creating your poster:

* Be sure to include your logo on the poster
* Use the colors from the logo in the other design elements of your poster
* Make sure you continue to convey the tone of your product on your poster

Sketch out your poster design below:

|  |  |
| --- | --- |
| **Objective** | **Points** |
| Logo is included | 10 |
| Design elements of the logo are carried through | 15 |
| the rest of the design |  |
| All text is easy to read | 15 |
| Pertinent information is included | 15 |
| Poster is 2’x3’ | 10 |
| Focal point is well defined | 15 |
| Poster is well designed | 20 |
| Spelling and grammar | (-2 pts |
|  | each) |
| **Total** | 100 |