

PR Principles - Publicity materials
Grading criteria

Name:

Criteria	Grade	Comments
Content. Be selective. Choose the main point carefully. Make it prominent and brief. Convey ONE major point or theme and support it.	/15	
Readability. Make ideas flow easily from one item to the next.	/10	
Legibility. Make text large, easy to read, contrasting with the background. Avoid serif fonts.	/10	
Brevity. Use fewer than 25 words per visual, 4 to 6 lines of text. Use 4 to 6 words per line. Maintain wide margins and lots of white space.	/10	
Graphics and color. Use large images, no more than 2 per visual. Make sure graphics and colors are appropriate to the topic. Too much animation is distracting.	/15	
Color. Use dark text on a light background or vice versa. Add appropriate background texture or design. Choose colors that coordinate and compliment each other.	/10	
Continuity. All slides, transparencies, posters, or Web pages in one campaign must have the same graphic elements (e.g., font, color scheme, and background art).	/15	
Proofreading and editing. Make text parallel in structure (e.g., all statements start with verbs or are subject-verb). Be consistent with verb tenses (e.g., all in present or all in past). Use consistent punctuation. Correct spelling. Double-check data	/15	
TOTAL	/100	

Comments:

Effective use of visual aids

<http://www.ycp.edu/library/ifl/etext/etvisual.htm>

Guidelines for an Audio and Visual Presentation

<http://bioweb.wku.edu/courses/Biol398/presentation/guidelinesText.html>

Effective publicity

<http://www.csus.edu/stac/resources/developing-your-club-org/effective-publicity.html>

http://resnet.uidaho.edu/reslife/html/RA_manual/effective_publicity.htm