

World Food Safety Day: Food Safety Poster Competition 2026

Scoring Rubric - Total = 50 Marks

1. Content (8 marks)

| Exemplary (8) | Proficient (6-7) | Acceptable (4-5) | Needs Improvement (2-3) | Unacceptable (0-1) |
|---|--|--|--|---|
| Key message is immediately clear and strongly aligned to the theme; content is concise, focused, and logically arranged for a poster format. Information adequately supports the purpose of the visual. | Key message is clear and relevant; content is mostly well organized, with minor lapses. Information is mostly adequate and supports the visual's purpose | The key message is present but lacks clarity, focus, or strong organization. Information is somewhat adequate and is somewhat supportive of the visual's purpose | The key message is weak, confusing, or poorly organized. Inadequate information that is not clearly supportive of the visual's purpose | The key message is unclear or poorly presented. Information does not support the visual's purpose |

2. Focus (15 marks)

| Exemplary (13 – 15) | Proficient (9– 12) | Acceptable (5-8) | Needs Improvement (1-4) | Unacceptable (0 – 1) |
|--|--|--|---|--|
| Topics are clear and easily identified. The main idea is clearly appropriate to the topic. All illustrations complement the purpose of the visual. | Topics are mostly clear and easily identified. The main idea is appropriate to the topic. Most illustrations complement the purpose of the visual. | Topics are difficult to identify. The main idea is not clearly stated. Few illustrations complement the purpose of the visual. | Topics are superficially addressed. Limited illustrations to complement the purpose of visuals. | Topics are not clearly identified. No main idea. Illustrations do not complement the purpose of visuals. |

3. Proposal of solutions to food safety challenges (5 marks)

| Exemplary (5) | Proficient (3-4) | Acceptable (1-2) | Needs Improvement (1) | Unacceptable (0) |
|--|---|--|--------------------------------------|---|
| Infographics depict clear, practical, and realistic solutions. | Infographics depict relevant solutions, with minor gaps in clarity or detail. | Infographics depict basic solutions with limited connection to research. | Infographics depict vague solutions. | Infographics have no solutions presented. |

4. Elements, Presentation & Graphics (15 marks)

| Exemplary (13-15) | Proficient (10-12) | Acceptable (8-9) | Needs Improvement (4-7) | Unacceptable (0 – 3) |
|---|--|---|---|---|
| Well-organized presentation which demonstrates strong visual appeal, creativity, effective balance of text and graphics, and appropriate citation of sources. | Clear layout and good visuals, with minor issues in design or citation | Basic presentation with minimal creativity or uneven balance of text and visuals. | Weak presentation, poor layout, minimal or unclear graphics, and missing citations. | Poor visual organization lacks readability. |

5. References (5 marks)

| Exemplary (5) | Proficient (4) | Acceptable (3) | Needs Improvement (2) | Unacceptable (0-1) |
|---|---|---|--|--|
| All references are proper, traceable, and correctly formatted | Most references are appropriate with minor formatting issues. | Some references are present, but they are incomplete or inconsistently formatted. | References are limited, unclear, or not traceable. | References are missing, unclear, or not traceable. |