

JUDGING CRITERIA CHECK SHEET

Posters will be judged by the following criteria:

1. **Neatness and Readability:**

- Is lettering legible?
- Is spelling, correct?
- Can words be read at a distance?
- Do words conflict with pictures?
- Does it have carrying power?

2. **Originality in Idea and Treatment:**

- Does the poster say: "FIRE PREVENTION - EVERYONE/EVERYDAY"? Other phrases, (the idea being conveyed) may be included. If the phrases and ideas are used by others, is the treatment original or unique?
- Replicas of copyrighted or registered characters, logos or clip art are not permitted.

3. **Is a Fire Prevention Message Conveyed?**

4. **Relationship to the Theme:**

- Do the illustrations and captions reinforce each other?

5. **Emotional Impact:**

- Does the message "come across" quickly or do you have to "figure it out"?
- Are the main words more important (larger, stronger, brighter, etc.) than secondary words or phrases?
- Do the colors reinforce the emotional sense or feeling of the concept?
- Are both the words and pictures strong enough for impact?

6. **Reproducibility:**

- Can the poster be printed as is, or would it require some redrawing or color change? Are there any details that may get lost when reproduced? (Collages generally do not reproduce well)

Suggestions for Teachers

In an attempt to make the poster recognition program more of a learning experience, you might want to consider involving your students in the process of selecting a winner. At the classroom level, students could participate in the selection of one or two posters to represent their class. At the school level, a panel of student judges could help select the fourth and fifth grade winners to send to the fire marshal.

If you choose to use the idea of a classroom jury to help with the selection of a winner, the following suggestions may be useful:

1. Have students put their posters on the chalk tray or on the floor in a group. (If you wish to avoid using names, number each entry on a piece of paper and clip it to the top or write the number above the entry on the chalk board.)
2. Ask students to look at their poster for misspellings, and correct wording: "FIRE PREVENTION - EVERYONE/EVERYDAY." Provide opportunity for corrections if necessary.
3. Read the Judging Criteria Check List in your Recognition Program Rules aloud to the students while they look at their poster and those of the other students.
4. Ask if they notice any posters which are especially strong in each of the criteria. Discuss the different strengths of the posters. Ask them to vote for the poster they think might best represent their classroom.
5. Voting may be by hand or by ballot. You might give each student two votes. This way one vote could be for their own, and one vote for another. Reserve the right to make a teacher's choice, if you think one or two might be better than those selected by the students. Send the two highest student vote winners, plus teacher's choice (if different) to the school level, or the local level.
6. Another method is to treat the classroom judging process as a trial run and learning exercise. All of the classroom entries would then be sent to the next level of judging. This would give the students a feeling that they still had a chance to win. They would understand better why the winner won, and those that did not win, lost.
7. Review the judging process with the class. Ask: What did you learn about making art judgments and comparing different works of poster art? What did you learn about poster making from the judging process?
8. This could be extended into an activity on poster art criticism, by asking the students to notice and discuss other posters and signs around the school, or outside in stores, on walls, and billboards.

9. Review what the students learned about fire safety in their homes. Ask what they learned about preventing fires in their homes. Ask if they can identify fire hazards (sources of fires) in their homes that should be corrected. Did any of their families install smoke detectors, purchase fire extinguishers, or disconnect overloaded electrical outlets? How will they behave differently as a result of the message "FIRE PREVENTION - EVERYONE/EVERYDAY"?

Perhaps these suggestions and ideas will help get the safety message across. These ideas will help make the poster more meaningful.