

Poster Project Instruction and Grading Rubric

Instruction: Create a Non-Smoking Public Health Campaign for Chinese in the style similar to that of the Chinese public health campaign posters we have studied. You must include:

- a headline
- a short paragraph **OR** a few bullet points
- an illustration
- some vocabulary and structures you learned in Chinese public health campaigns
- use poster size paper (no less than 16 x 20) to create your project

Rubric for grading:

- 20–18** The style of the language and illustration is highly effective in communicating the message and mobilizing people; used variety of vocabulary and structures with no or very minor error.
- 15–17** The style of the language and illustration is mostly effective in communicating the message and mobilizing people; used some variety of vocabulary and structure with a few errors.
- 11–14** The style of the language and illustration is somewhat effective in communicating the message and mobilizing people; some errors in using vocabulary and structure.
- 7–10** The style of the language and illustration is less effective in communicating the message and mobilizing people; limited and inaccurate usage of vocabulary and structure.
- 4–6** The style of the language and illustration is not effective in communicating the message and mobilizing people; very limited and mostly inaccurate usage of vocabulary and structure.
- 1–3** The style of the language and illustration does not communicate the message to the target audience.
- 0** The project is off topic.