

**FIGURE 1. Holistic Rubric for a Public Service Message on a Billboard, Poster, or Website**

<b>Levels</b>	<b>Descriptors</b>
<b>Expert 4</b>	The billboard, poster, or website conveys a clear and compelling message that calls for public action to address a need. The overall graphic design is well coordinated, with words and visuals working together to enhance the message and the call to action.
<b>Proficient 3</b>	The billboard, poster, or website conveys a message for the public but does not call for specific action. The overall graphic design is generally coordinated. The words and visuals work together in support of the message but do not communicate needed actions by the public.
<b>Emergent 2</b>	The billboard, poster, or website suggests a message, but it is unclear exactly what the viewers should take from it. The visuals do not clearly support the words of the message or communicate needed public action.
<b>Novice 1</b>	No clear message is evident. The visuals seem random and do not convey any message. The overall graphic design is sloppy and unappealing.

Source: McTighe, J., Doubet, K., & Carbaugh, E. (2020). *Designing authentic performance tasks and projects: Tools for meaningful learning and assessment*. ASCD. Used with permission. Copyright © ASCD.