

Name _____

Heads Up, Stay Safe Student Contest

Rubric/Judging Criteria

The rubric below describes a successful project. Plan for success by referring to it throughout your creative process as you **outline**, **write**, and **edit** your work.

CRITERIA What does a winning magazine look like?	Possible Points	Points Earned
1. Writing How well does the writing represent the urgency of distracted walking/driving? How effectively is the data featured?	10	
2. Advocacy Is the call to action clear? Is a solution effectively communicated?	10	
3. Creativity How well does the magazine use visuals and text to creatively explain the distracted walking/driving problem?	10	
TOTAL POINTS	30	