

Poster scorecard

Poster/advert	Poor (X or ✓)	OK	Good	Very good	Excellent
Appearance					
How does the poster look? (Is it handwritten or typed?)					
How eye-catching is the layout? (Would people stop to read it?)					
How well is the poster presented? (Good use of colour, text, style of writing and pictures?)					
Persuasion					
How much does the poster persuade you to look for different information and logos when shopping?					
How much does the poster change your mind about what animal products you should eat?					
Clarity of information					
How easy is it to read the information?					
How easy is it to understand the information?					
Total score (out of 35)					

To calculate the total score:

- Poor = 1 point
- OK = 2 points
- Good = 3 points
- Very good = 4 points
- Excellent = 5 points