

## Rubric – Promotional Display, Herdsman Award

Exhibitor \_\_\_\_\_  
 County \_\_\_\_\_

**Species**  
 \_\_\_ Beef  
 \_\_\_ Goat  
 \_\_\_ Sheep  
 \_\_\_ Swine

**Age Division**  
 \_\_\_ Junior  
 \_\_\_ Intermediate  
 \_\_\_ Senior

Criteria	Points Possible	Points Earned
<b>Information Presented:</b> factual, easily understood by general audience, sources cited	10	
<b>Promotional Value:</b> viewer feels compelled to support or at least understand the industry/cause presented, display clearly communicates a message or story	10	
<b>Eye Appeal:</b> appropriate use of color and space, includes photos or graphics, fonts or handwriting are easy to read, overall display is pleasing to the eye	10	
<b>Suitability of materials:</b> items used are conducive to public display in a barn area, safely displayed away from animals, durable throughout the public display period	5	
<b>Correctness:</b> grammar, spelling, punctuation	5	
<b>Total:</b>	<b>40</b>	

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