

Criteria	Novice	On-Target	Advanced
Communication of Science and Public Health Information	<ul style="list-style-type: none"> Information about pathogens and their paths is present. Some key concepts of what the public needs to know are present. More information could be provided. 	<ul style="list-style-type: none"> “Need to know” information about pathogens and their paths as well as some additional information are communicated to the public Words are well chosen for transmitting key concepts the public needs to know There may be too much or too little science in some aspects of the message. 	<ul style="list-style-type: none"> Important “need to know” information about pathogens and their paths is communicated to the public. Words are carefully and creatively chosen to transmit key concepts the public needs to know. Science literacy is balanced with audience knowledge, understanding that not everyone’s a scientist but people must also be educated.
Audience Awareness	<ul style="list-style-type: none"> Some of the communication shows an awareness of the designated audience. Words and phrases could be improved to achieve better impact with the audience. The audience feels somewhat generic and could be more evident in word choice and image choice. 	<ul style="list-style-type: none"> Communication is mostly clear for the designated audience. Some aspects could be more straightforward or logical, or more complex ideas might be conveyed more effectively. Some words and phrases are attention getting for the audience, and some words and images collaborate well to get key information to the audience. 	<ul style="list-style-type: none"> Communication is clear and logical for the designated audience. Words and phrases that will garner attention are used. Words and images work together for maximum impact with the audience. The message is creatively and thoughtfully displayed to get the most essential information to visitors.

<p>Visual Design and Impact</p>	<ul style="list-style-type: none"> • Design (colors, layout, icon choices, images) provides some emphasis where necessary. • The design could be better organized for more impact. 	<ul style="list-style-type: none"> • Design (colors, layout, icon choices, spacing, images) provides appropriate emphasis where necessary. • The design is organized but could be more cohesive for more impact. 	<ul style="list-style-type: none"> • Design (colors, layout, icon choices, spacing, images) provides creative and appropriate emphasis where necessary • The design is cohesive; words and images are well balanced.
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Denotations for Rubric Vocabulary

Look up **denotations** of new vocabulary from this **rubric** and record them below.