

YMCA YCAP-Y4Y Digital Media Contest Poster Rubric



For submissions to be eligible for consideration, all eligibility requirements and submission deadlines must be met. Contestants and teams are welcome to submit a poster, a video or both a poster and video for consideration. In submitting your project, you are agreeing that you acknowledge and understand the following:

I hereby acknowledge the following:

- The content of my submission is my own and has not been reproduced
- My submission is free from copyrighted materials or the necessary authorizations have been obtained
- My submission assumes a balanced, neutral and harm-reduction focused approach towards cannabis use
- Once submitted, I recognize that the submissions become the intellectual property of the YMCA of Greater Toronto

Rubrics

The attached rubric is a useful resource for when you are creating your poster.

Within this document you will find the evaluation rubric that will be used by the Contest Organizer's Jury (CO Jury) to score each eligible submission. The CO Jury will be made up of digital media and cannabis prevention professionals who will use this rubric to select and provide feedback to choose the Top 8 Video and Poster submissions. Each team will have one month to apply the CO Jury's feedback before being evaluated by a Youth Jury, who will also work off this rubric to determine the Top 5 Videos and Top 5 Posters. The Top 5 Submissions will then be posted online for the public voting period. During this phase each submission will receive a final score comprised of 25% public vote results and 75% youth jury panel evaluations. The three submissions that receive the highest final scores will be featured in a Youth Impact Survey that asks youth across Canada to score the impact and quality of the Top 3 Submissions. The 1st, 2nd and 3rd place submissions will be selected based on the survey's results. Video and Poster submissions will be evaluated separately, and the Top 3 Poster contestants and Top 3 Video contestants will receive monetary prizes.

If you have any questions concerning grading criteria, please contact the Contest Organizer prior to the submission deadline of November 9th, 2020.

Poster Submission Evaluation: Contest Organizer

Individual/Team Name: _____

- Does the submission answer one of the four topic questions (see below) in entirety?
 1. **Is the answer accurate? Are sources of information included for any statistics, quotes or facts?**
 2. **Is the answer clear? (i.e. language choice, layout of font, color choice and font choice)**
 3. **Does the submission include at least one relevant harm reduction strategy? Is the harm reduction strategy accurate? Is the harm reduction strategy clear? (i.e. language choice, layout of font, color choice and font choice)**

Contest Topic Questions:

1. What is cannabis' effect on youth brain development? How does the use of cannabis during teenage years affect brain function? In what ways does cannabis use affect the brain function of someone under the age of 25?
 2. What does pruning and myelination mean? What role does myelination play in youth brain development? How does cannabis use impact the process of pruning and myelination in a teenage brain?
 3. What is dopamine's role in youth brain development? What are some examples of activities that naturally release dopamine? How does cannabis effect how the youth brain releases dopamine?
 4. What is a coping mechanism? In what ways could using cannabis as a coping mechanism effect youth? How does relying on cannabis as a coping mechanism change brain function? In what ways could using cannabis as a coping mechanism keep someone from learning the skills they need to deal with stress in their life?
- Is there a relevant resource to access for more information or support?
 - Do the graphics (i.e. background images, graphics, etc.) used enhance the content of the poster?
 - Is the poster copyright free?
 - Is the poster vertical with the dimensions of 27" by 39"?
 - Is the poster 300 DPI and in CMYK Format?
 - Is the text on the poster grammatically correct and free of spelling errors?
 - Is the poster missing any additional information?

Poster Submission Rubric: Jury Evaluations Page 1

Individual/Team Name: _____

Total: /50

The next two pages contain the rubric for evaluating all eligible posters submitted for the contest. There are three distinct categories that each submission will be marked on:

- Artwork and Design
- Content
- Awareness and Prevention

Each category is weighted differently and all eligible submissions will receive a score out of 50 possible marks. How scoring is divided amongst the three categories can be seen on the rubric attached on the next page.

Below is a list of the contest's topic questions. Each submission **MUST** be directly discussing one of these questions.

Contest Topic Questions:

1. What is cannabis' effect on youth brain development? How does the use of cannabis during teenage years affect brain function? In what ways does cannabis use affect the brain function of someone under the age of 25?
2. What does pruning and myelination mean? What role does myelination play in youth brain development? How does cannabis use impact the process of pruning and myelination in a teenage brain?
3. What is dopamine's role in youth brain development? What are some examples of activities that naturally release dopamine? How does cannabis effect how the youth brain releases dopamine?
4. What is a coping mechanism? In what ways could using cannabis as a coping mechanism effect youth? How does relying on cannabis as a coping mechanism change brain function? In what ways could using cannabis as a coping mechanism keep someone from learning the skills they need to deal with stress in their life?

Poster Submission Rubric: Jury Evaluations Page 2

Artwork and Design					/15
Use of Colour: Pleasing color combinations, color use enhanced readability and attractiveness.	1	2	3	4	5
Layout/Design: Space was used effectively. Graphics and writing were not crowded and the layout was easy to follow.	1	2	3	4	5
Creativity: Interesting use of images, artwork, charts, etc. and colour and/or design that captivated the attention of the viewer.	1	2	3	4	5
Content					/20
Title: Captured the idea/topic of the poster.	1	2	3	4	5
Content: Poster content demonstrates is essential, organized, presented in a concise manner, and is accurate.	1	2	3	4	5
Spelling & Grammar: Font easy to read and poster free of spelling, grammatical, and punctuation errors.	1	2	3	4	5
Graphics/pictures/illustrations: Relevant and significant and helped the viewer understand the content.	1	2	3	4	5
Awareness and Prevention					/15
Objective 1: The poster clearly answers the topic question chosen and raises awareness about the impact of recreational cannabis use on the youth brain	1	2	3	4	5
Objective 2: The poster provides a relevant resource for additional information and/or related support services available in Canada	1	2	3	4	5
Significance: The poster provided relevant information and advice to the target audience (youth ages 15-24 and pushed for self-reflection and awareness of the topic.	1	2	3	4	5

Additional Comments: