

Poster Rubric					
Appearance / Delivery Category	Unsatisfactory (lacking / inaccurate / inappropriate)	Evolving (appropriate but partially-formed)	Competent (appropriate and accurate)	Accomplished (precise and descriptive / nuanced / exemplary)	Comments
Readability	<i>The poster is difficult to read at 1 meter away and / or the title cannot be read from 5 to 10 meters away.</i>		<i>The poster can be read comfortably from 1 meter away; the title can be read from 5 to 10 meters away.</i>		
Color	<i>Colors are either overused or inappropriately used in all cases.</i>	<i>Colors may be used to add contrast and to highlight but they are overdone in some places or may be used inappropriately in certain areas.</i>	<i>Colors are used to highlight and add contrast but are not overdone.</i>	<i>Colors very effectively highlight importance / increase engagement. They are expertly included to enhance contrast but they are never overdone.</i>	
Spacing	<i>White space is not effectively used. Either much more than or less than 50% of the space is white.</i>		<i>White space is effectively used. Approximately 50% of the space is white.</i>		

Flow	<i>The poster neither uses effective vertical or horizontal flow.</i>		<i>The poster has either consistent vertical or horizontal flow.</i>		
Tables, figures, digrams, graphs	<i>Visuals are inappropriate / inadequate / impossible to interpret.</i>	<i>Either some visuals are unlabeled or too busy (more than 1 message) or photographs seem unrelated.</i>	<i>Visuals are adequate. Graphs relate one message and are labeled. Tables have no more than 20 rows/columns. Graphs are limited to three lines / six bars. Photographs seem to support central message.</i>	<i>Visuals are simple and very accessible. Graphs relate one message and are fully / expertly labeled. Tables have no more than 20 rows/columns. Graphs are limited to three lines / six bars. Photographs expertly enhance the central message of the poster.</i>	

<p>Delivery: Engagement</p>	<p><i>Presenters do not engage with / consider their audience.</i></p>	<p><i>Presenters only partially engage with the audience and / or they are only somewhat professional. They try to invite conversation but it is strained.</i></p>	<p><i>Presenters consider their audience, maintain eye contact and dress to fit the function. They try to ask for questions, pay attention to non-verbal communication and try to invite bidirectional conversation.</i></p>	<p><i>Presenters consider their audience, maintain eye contact and dress to fit the function. They welcome questions, pay attention to non-verbal communication and eloquently invite bidirectional conversation.</i></p>	
<p>Delivery: Content</p>	<p><i>Presenters inadequately relate the work; they do not elucidate why / how it was done or what was found.</i></p>	<p><i>Presenters may only partially cover some of the following: 1) Why the work was done, 2) How it was done, 3) What was found and 4) What it means. They may only partially inform the visitor.</i></p>	<p><i>Presenters adequately communicate 1) Why the work was done, 2) How it was done, 3) What was found and 4) What it means. They say what they are going to say, say it and say what they have said.</i></p>	<p><i>Presenters expertly highlight 1) Why the work was done, 2) How it was done, 3) What was found and 4) What it means. They fluidly and effectively say what they are going to say, say it and say what they have said.</i></p>	