

Poster Evaluation Rubric: Content and Design

Presenter(s): _____

	Excellent	Good	Needs Improvement
Title, Author & Affiliations	Informative title is prominently positioned.	Informative title is included, but less prominently positioned.	Title is not informative and/or meaning is not clear.
	All names, affiliations and contact information are included.	All names, affiliations and contact information are included.	Authors or affiliations are missing.
	Any accompanying logos and/or photos are not cluttered or distracting.	Any accompanying logos and/or photos are not as optimally sized and/or positioned.	Overly large or unnecessary logos are included.
Presentation of Research	Purpose of the work (i.e. hypotheses, objectives or research questions) is clearly stated and easily located.	Purpose of the work (i.e. hypotheses, objectives or research questions) is clearly stated, but not as easily located.	Purpose of the work (i.e. hypotheses, objectives or research questions) is not clearly stated.
	Appropriate background literature is included and cited.	Background literature is included, but relevance to purpose of research is not as clear.	Relevance of literature cited is not clear, or supporting citations are lacking.
	Methodology (e.g. participants, materials and procedures) is clearly presented.	Methodology (e.g. participants, materials and procedures) is included, but less clearly presented.	Methodology, or a necessary portion of the methodology, is not included.
	Analyzed data is presented in clearly labeled, appropriate forms (e.g. tables, graphs, etc.).	Analyzed data is presented in appropriate forms (e.g. tables, graphs, etc.), but not clearly labeled.	Data is either not presented visually (too much text) or graphics lack explanatory text (too little text).
	How the findings relate to the purpose of the research is clear (i.e. findings 'answer' research questions).	How the findings relate to the purpose of the research is slightly less clear (i.e. findings less clearly 'answer' research questions).	Reported findings are not relevant to the stated purpose of the research (i.e. findings do not 'answer' research questions).
	Major findings are stated and the implications are addressed.	Major findings are stated, but implications are not addressed.	Major findings are not clearly stated or addressed.

References & Acknowledgments	All resources are cited using a consistent format.	All resources are cited, but format is inconsistent.	Resources are not cited.
	Funding sources and contributing colleagues are credited.	Crediting of funding sources and/or contributing colleagues is incomplete.	Funding sources and/or contributing colleagues are not credited.
Visuals & Organization	Text is concise and easily read through sufficiently large font, sufficient contrast with background, use of markers such as bullet points and white space, etc.	Text is concise, but less easily read due to a less optimal design (e.g. contrast with background is sufficient, but font is too small).	Text is not concise and/or difficult to read due to inadequate design (e.g. lack of contrast with the background, inconsistent use of font or color, lack of whitespace, etc.)
	Graphics and images enhance understanding of the research and are well organized within the poster.	Graphics and images enhance understanding of the research, but are not as well organized within the poster.	Graphics and images do not enhance understanding of the research and/or are not well organized within the poster.
	The ordering of elements within the poster is transparent.	While less transparent, the ordering of elements within the poster is nevertheless discernible.	Ordering of elements within the poster is difficult to follow and may require the presenter for explanation.

Comments: