

## Poster Design Rubric

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)	Score
<b>Content</b>	Content is clear, concise, and thoroughly covers the topic. Includes all necessary information.	Content is clear and covers most of the topic; minor details may be missing.	Content is somewhat unclear or incomplete; key details are missing.	Content is unclear, incomplete, or irrelevant to the topic.	
<b>Visual Design</b>	The design is visually engaging, balanced, and appropriate for the topic. Excellent use of color, fonts, and imagery.	Design is visually appealing with good use of color, fonts, and imagery, but could use slight improvement.	Design is basic or slightly cluttered; font and color choices are acceptable but not optimal.	Design is cluttered or unprofessional; font and color choices detract from the message.	
<b>Organization</b>	Information is logically organized with a clear flow from top to bottom and left to right.	Information is organized and easy to follow with only slight confusion.	Organization of information is unclear or inconsistent, making it difficult to follow.	Information is poorly organized, making it difficult to understand the message.	
<b>Typography</b>	Font choices are professional, readable, and appropriate to the audience. Text is easy to read from a distance.	Font choices are mostly readable, with minor issues in size or style.	Font choices are hard to read or inappropriate for the purpose.	Fonts are difficult to read or inconsistent with the tone of the poster.	
<b>Imagery/Graphics</b>	High-quality, relevant images and graphics enhance the message. All visuals are properly cited.	Images and graphics are relevant and support the message; minor issues with quality.	Imagery is somewhat relevant or poorly chosen; visuals may not enhance the message.	Images are low-quality, irrelevant, or absent.	
<b>Message Clarity</b>	The message is immediately clear.	The message is clear, but	The message is somewhat	The message is confusing or	

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<b>Engagement</b>	clear to the viewer, and the poster effectively communicates the key point. The poster is highly engaging and encourages the viewer to learn more. Captures attention immediately.	some points may require more explanation. The poster engages the viewer but may not immediately capture full attention.	unclear or vague; important aspects may be missing. The poster is somewhat engaging but may fail to maintain interest.	not communicated effectively. The poster is unengaging or fails to capture attention.	
<b>Creativity/Originality</b>	The poster is highly original and demonstrates creative thinking in design and presentation.	The poster is somewhat original but may rely on common design solutions.	The poster shows limited creativity or follows a common template.	The poster lacks originality or is overly generic.	
<b>Accuracy/Grammar</b>	The poster is free of errors in spelling, grammar, and punctuation.	A few minor errors in spelling, grammar, or punctuation.	Several errors in spelling, grammar, or punctuation that distract from the message.	Numerous spelling, grammar, or punctuation errors.	
<b>Citations/References</b>	Proper citations for images, data, and sources are included in a clear and consistent format.	Most citations are included, but formatting or completeness may need improvement.	Some citations are missing or incomplete.	Citations are missing or incorrect.	

## Scoring Guide

- **91-100 points:** Excellent – The poster excels in all areas and is professional, engaging, and informative.

- **81-90 points:** Good – The poster is effective, with minor improvements needed in design or content.
- **70-80 points:** Satisfactory – The poster is functional but lacks in clarity, design, or content accuracy.
- **Below 70 points:** Needs Improvement – The poster does not effectively communicate the message or is poorly designed.