

Evaluation Rubric for Design of Academic Posters

	Outstanding	Poor
Visual communication	<ul style="list-style-type: none">• Visuals used are best choices to communicate meaning and information.• Good balance of text and graphics.• Clear hierarchy of design elements; there is a beginning and end.• Poster effectively draws the viewer in and communicates research.	<ul style="list-style-type: none">• Visuals chosen distract from or are unrelated to infographic's main message.• Poster is filled with lots of text.• No clear hierarchy of design elements; there is no logical flow of information.• Poster does not draw the viewer in or communicate research effectively.
Use of data	Data presented: <ul style="list-style-type: none">• Conveys the presenter's research.• is from a reliable source, which is clearly cited.• is in a simple and effective visualization.• is in a visualization that fits the content appropriately.	Data presented: <ul style="list-style-type: none">• is unrelated to the presenter's research.• is from a questionable source, or is not cited or is incorrectly cited.• is in a confusing or overly complicated visualization.• is in a visualization that is not appropriate for the content.
Quality and visibility of information	<ul style="list-style-type: none">• Some important elements (like title or visualizations) are visible from a distance.• Text is easy to read.• Graphics are high quality with no pixilation, blurriness, or distortion.• Content and design are appropriate for the forum in which it is being presented.	<ul style="list-style-type: none">• Some important elements are not visible from a distance.• Text is not easy to read even up close.• Graphics are pixelated, blurry, or distorted.• The poster's content and design are not appropriate.
Ethical use of imagery	If needed, attribution is given for graphics used. For each attribution, the source and original creator is clearly labeled.	Obviously copyrighted material is reused without attribution.
Repetition	<ul style="list-style-type: none">• Design elements are used consistently throughout the infographic, creating a cohesive look.• Fonts and type size are used consistently across infographic.• Consistent color scheme is used throughout the poster in text and visuals.	<ul style="list-style-type: none">• Design looks haphazard and amateurish because there are too many unrelated elements.• Several different fonts and sizes are used inconsistently across poster.• Color palette is inconsistent or used without purpose.