

Rubric for Assessing a Student Poster

Grading Criteria	Score 4	Score 3	Score 2	Score 1
Content	Well-written text and carefully chosen visuals work together to illustrate and inform about poster subject	Descriptive text and appropriate visuals work together to inform viewers	Text contains inaccuracies, and some visual materials lack pertinence or impact	Text scanty and inaccurate; visuals lack impact
Design	Logical and easy to read; type and visuals neatly executed; layout complements the content	Fairly logical; type and visuals mostly neat and easy to understand	Somewhat disorganized; fails to complement content	Disorganized; hastily and carelessly planned
Visual Appeal	Pleasing use of color, shapes, symbols, and other graphic elements captures viewers' attention and interest	Good use of color and eye-catching graphic elements	Good ideas overshadowed by other elements that distract or give a cluttered appearance	Little constructive use of color or graphic elements
Creativity	Incorporates unique but pertinent ideas, design elements, visuals, or text that make the poster stand out	Contains some unique or imaginative elements	Contains some good, although not entirely original, elements	No evidence of creativity