

## Poster Evaluation Rubric

Presenter \_\_\_\_\_

Poster Title \_\_\_\_\_

Evaluator \_\_\_\_\_

CATEGORY	2	1	0
<u>Overall Appearance</u> RULE: Use a light background color, solid non-gradient fill pattern; 2 or 3 font colors; dark text on light background best.	<b>Very pleasing</b> to look at. <b>Particularly nice</b> colors & graphics.  WINNER: An effective visual display of data... an "illustrated abstract."	<b>Pleasant</b> to look at. Pleasing use of colors, text, and graphics.	<b>Cluttered or sloppy</b> appearance. Gives the impression of a solid mass of text & graphics, or scattered and disconnected pieces.
<u>White Space</u> RULE: Don't create large, monolithic blocks of text.	<b>Lots.</b> Plenty of room to rest the eyes. Lots of separation.	<b>Okay.</b> Sections of the poster are separated from one another.	<b>Very little.</b> Gives the impression of a solid mass of text & graphics.
<u>Text / Graphics Balance</u> RULE: Use graphics (pie, bar, line) when possible to present data but don't force audience to guess the point of the graphic.	<b>Balanced.</b> Text & graphics are evenly dispersed in the poster. <b>Enough text used to explain the graphics.</b>	<b>Balanced</b> text & graphics are evenly dispersed in the poster. But there is <b>not enough text to explain graphics.</b>	<b>Too much text.</b> An overwhelming impression of text only. OR <b>Not enough text.</b> Cannot understand what the graphics are supposed to relate.
<u>Text Size and Accuracy</u> RULE: Use 16 point font at the bare minimum, preferably SANS SERIF. Must run spell check and check spelling of medical and research terminology.	<b>Very easy to read.</b> Fonts large enough to read from 2 meters and consistent. <b>All words and terms spelled correctly.</b>	<b>Easy to read main text</b> from 1 to 1.5 meters. But <b>text in figures too small.</b>	<b>Too small</b> to view main text comfortably from 1 to 1.5 meters. <b>Misspellings</b> of words or terminology.
<u>Organization &amp; Flow</u> RULE: Use headings in contrasting color; use 3 or 4 column format for flow.	<b>Explicit</b> numbering used or <b>columns</b> used to indicate logical flow (top to bottom, then L to R)	<b>Implicit flow</b> used by making <b>headings</b> stand out (Methods, etc)	<b>Cannot figure out</b> how to move through poster.
<u>Author Identification</u> RULE: Identify authors & affiliations. Drop the dot in PhD, RN, and after first initials; use comma to separate names.	<b>Complete.</b> All names listed <b>with affiliations.</b> Enough information to contact author by mail, phone or email.	<b>Partial or incomplete.</b> Not enough information to contact author without further research.	<b>None.</b>
<u>Research Objective</u> RULE: Tell readers why your work matters!!	<b>Explicit.</b> This includes headings of "Objectives", "Aims", "Goals", etc.	<b>Present, but not explicit.</b> Buried at end of "Introduction" or "Background."	<b>Can't find.</b>
<u>Research Method</u> <u>Main Points</u> RULE: Tell reader about the design, sample, and main variables relevant to the research objectives/aims.	<b>Complete.</b> This includes research design, eligibility criteria, overall N for the sample, predictor, outcome, and confounding variables, if applies.	<b>Partial or incomplete.</b> Not enough information to comprehend method and main variables in the study, especially the outcome variable.	<b>Cannot figure out</b> how to make sense of method section.
<u>Results</u> RULE: Share just the main results relevant to the research objectives/aims.	<b>Explicitly labeled.</b> Uses heading, e.g. "Main Points", "Conclusions", "Results"	<b>Present, but not explicit.</b> May be embedded in monolithic blocks of text.	<b>Can't find.</b>
<u>Discussion/Conclusion/Recommendation</u> RULE: Interpret findings, summarize and recommend, what's next...	<b>Explicitly labeled.</b> "Discussion", "Conclusions", and "Implications" heading is used and stands out.	<b>Present, but not explicit.</b> A summary is given under the "Conclusion." No "Discussion" or "Implication."	<b>None.</b>