**POSTER RUBRIC**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Exceeds Expectations | Meets Expectations | Does Not Meet Expectations | Score |
| **Points Earned** | **3** | **2** | **1 or 0** |  |
|  Colors and Patterns |  Enhance readability |  Support readability |  Detract from readability |   |
|  Layout |  Creatively enhances information |  Balanced, uncluttered, adequate white space |  Not balanced, cluttered, insufficient white space |   |
|  Graphics/Photos |  All graphics are engaging, enhance text |  Graphics enhance text |  Graphics do not enhance text |   |
|  Titles and Subtitles |  All titles and subtitles are clear, enhance readability |  Most titles and subtitles are clear, enhance readability |  Few or no titles or subtitles to clarify text |   |
|  Text Size and Color |  All text is clear and readable; a few changes in size and color enhance understanding |  Text is clear and readable; changes in size and color enhance understanding |  Some text is clear and readable; frequent changes in size and color do not enhance understanding |   |
|  Writing |  Well written and organized, clear, easy to follow |  Adequately written and organized, clear, reasonably easy to follow |  Poorly written and organized, unclear, hard to follow |   |
|  Quality of Information |   Product description is clear, complete, concise |  Product description is mostly clear, could be a little more concise |  Product description is not clear, incomplete, not concise |   |