**POSTER RUBRIC**

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| --- | --- | --- | --- | --- |
|  | 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 |  |