Rubric for Assessing a Student Poster

Grading Criteria	Excellent	Acceptable	Minimal	Unacceptable
Content	Well-written text and carefully chosen visuals work together to illustrate and inform about poster topic; shows evidence of significant research.	Contains appropriate text and visuals; poster addresses topic; shows evidence of research.	Contains inaccuracies; some materials lack pertinence or impact; shows evidence of only minimal research.	Contains significant inaccuracies; has scanty text or visuals; materials lack pertinence; shows evidence of very little to no research.
Design	Logical and easy to read; text and visuals are neatly executed; layout complements content.	Fairly logical; text and visuals are mostly neat and easy to understand.	Somewhat disorganized; fails to complement content.	Disorganized; is hastily and carelessly planned.
Visual Appeal	Pleasing use of color, shapes, symbols, or other graphic elements captures viewers' attention and interest.	Uses some color or other eye-catching elements.	Appears cluttered, distracting; lacks significant eye-catching elements.	Appears sloppy; does not have any eye-catching elements.
Creativity	Incorporates unique and pertinent ideas, design elements, visuals, or text that make the poster stand out.	Contains some unique or imaginative elements.	Contains one or two appropriate elements.	Lacks any unique or imaginative elements.