

# Poster Judging Criteria

Judges will evaluate your poster and presentation using the following criteria to rate the poster on a scale of 1-5. Think of 1 as a BC, 2 as a B, 3 as an AB, 4 as an A, and 5 as an A+. There are 5 points available for each criteria (listed as a bullet below). Thus, there are a total of 15 points available for your presentation, 15 points for your research content, and 10 points for the poster design and formatting for a total of 40 points.

## **Presentation**

- You provide a 3-minute overview (“elevator speech”) that contextualizes your research topic so that it’s accessible to non-experts but conforms to the expectations of experts. You have obviously rehearsed your overview.
- You give the impression of confidence in your research. You are responsive to questions because you are comfortable recognizing shortcomings or problematic components of your work.
- When presenting or answering questions, you speak clearly. Your vocal volume is appropriate given the background noise in this setting.

## **Research Content**

- You clearly demonstrate familiarity not only with your specific topic but also with how it relates to current disciplinary, theoretical, scientific, or commercial developments in your research field.
- Your clearly stated hypothesis or research question is compelling and timely. You provide important reasons to support why this hypothesis is worth considering or why your question is worth seeking answers to. There may be a sense of originality or uniqueness to your topic.
- Your conclusions are based on a thorough analysis of results obtained through a reliable methodology (quantitative, qualitative, experimental, etc.). Because your analysis is carefully considered or systematically executed, your conclusions seem credible. Hence, your general argument or approach is conceived as well-supported.

## **Design and Format**

- The representation of your research is logically arranged; headings and subheadings, textboxes and columns, and the placement of graphics present your information so that it can be easily perceived and assessed by viewers. Your text is “chunked” into readable passages with font size large enough to be read from 6 feet away. It’s carefully edited and proofread for succinctness, clarity, grammar, and punctuation.
- Your poster is visually engaging, revealing your attention to design features like color, font type, distinct images or data visualization: all of these features indicate an attempt to be aesthetically appealing. Your poster suggests that you invested time and effort into its production: it has a professional appearance.