

Student Name: _____

Rubric for Creative Design Poster

	4	3	2	1	0	Weight	Total
Content	Poster includes title, designer(s), faculty mentor(s), purpose statement, design process, summary/discussion		Poster is missing THREE elements		Poster is missing ALL elements	x1	/4
Purpose Statement	Clear, concise purpose statement		The purpose statement could have been more clearly stated		No purpose statement	x2	/8
Design Process	Clear description of the background, methods/techniques/materials used, outcomes/results		Description lacked some details		No description of the design process	x2	/8
Summary/Discussion	Clearly discussed how the purpose was achieved and recommendations for future designs		Clearly discussed how the purpose was achieved OR recommendations for future designs		No discussion	x2	/8
Readability	All content is legible from a distance of 3-4 feet		Some content is legible from a distance		Content is too small to view from a distance	x1	/4
Appearance	Poster is neatly constructed, including good use of fonts, pictures, and color. The overall poster is eye-catching. Good use of space.		The overall poster could be more eye-catching. Better use of space.		Poster is messy, poorly designed, distracting, not enough white space.	x1	/4

	4	3	2	1	0	Weight	Total	
GSP	There are no grammar, spelling, or punctuation issues		There are a few grammar, spelling, or punctuation issues		There are numerous grammar, spelling, or punctuation issues	x1	/4	
Ability to Answer Questions	Accurately answers questions in a clear concise manner		Can answer basic questions, but has difficulty answering more advanced questions		Unable to answer any questions	x2	/8	
Body Language	Stands up straight. Looks relaxed and confident. Establishes eye contact with audience. Speaks clearly and distinctly at all times.		Usually stands up straight and makes eye contact. Can be heard by audience.		Poor posture, reads from notes/no eye contact, cannot be heard.	x1	/4	
Total								/52

Comments: _____
