

## 2017 Student Poster Award Rubric – ROUND 1

In the first round of judging, submissions are evaluated on criteria that are deemed critical for the successful composition and presentation of an academic poster. In particular, these criteria are elements that are unique to posters, and differentiate the Student Poster Award from other SPSP hosted competitions such as the Outstanding Research Award. Posters that receive the top scores in this first round of judging will move onto a second, more comprehensive round of evaluations. Following guidelines recommended by PLoS, the NIH, and SPSP, **the 1st round judging criteria are as follows:**

<p><b>How captivating is the poster <u>title</u>?</b></p> <p><i><b>Rationale:</b> “The title is a good way to sell your work. It may be the only thing the conference attendee sees before they reach your poster. The title should make them want to come and visit. The title might pose a decisive question, define the scope of the study, or hint at a new finding. Above all, the title should be short and comprehensible to a broad audience. The title is your equivalent of a newspaper headline—short, sharp, and compelling.” (Except from PLoS ONE, 2007)</i></p>	<table style="width: 100%; text-align: center;"> <thead> <tr> <th>Not At All</th> <th>A Little Bit</th> <th>Moderately</th> <th>Very</th> <th>Extremely</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </tbody> </table>	Not At All	A Little Bit	Moderately	Very	Extremely	1	2	3	4	5
Not At All	A Little Bit	Moderately	Very	Extremely							
1	2	3	4	5							
<p><b>To what extent is the <u>layout</u> organized and engaging?</b></p> <p><i><b>Rationale:</b> Your poster should “guide the passerby’s eyes from one succinct frame to another in a logical fashion from beginning to end.” It should “guide the reader with arrows, numbering, color, or whatever else makes sense in getting them to move from one logical step to another.” This guidance should be eye-catching but not overwhelming; it should pull the viewer in without causing them to feel lost. (Excepts from PLoS ONE, 2007)</i></p>	<table style="width: 100%; text-align: center;"> <thead> <tr> <th>Not At All</th> <th>A Little Bit</th> <th>Moderately</th> <th>Very</th> <th>Extremely</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </tbody> </table>	Not At All	A Little Bit	Moderately	Very	Extremely	1	2	3	4	5
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<p><b>How informative and useful are the <u>visual depictions</u> of the data (the graphs, tables, figures, etc.)?</b></p> <p><i><b>Rationale:</b> The elements of your study should be showcased visually. This doesn’t mean you need fancy color printing or expensive paper – it means that you should creatively consider how to best communicate your scientific findings with tools other than prose. Viewers should feel like they are experiencing <u>more</u> than just an article written in 36-point font. “One carefully produced chart or graph often says more than hundreds of words.”</i></p>	<table style="width: 100%; text-align: center;"> <thead> <tr> <th>Not At All</th> <th>A Little Bit</th> <th>Moderately</th> <th>Very</th> <th>Extremely</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </tbody> </table>	Not At All	A Little Bit	Moderately	Very	Extremely	1	2	3	4	5
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<p><b>How clear is the overall “<u>message</u>” of the poster?</b></p> <p><i><b>Rationale:</b> Successful posters visually distill your research without losing the scientific message, so it is important to have “a clear and obvious set of research questions and ultimate conclusions.” What was the purpose of your poster, what did you want the viewer to take away? Your message must be accessible – and successful posters will make the final take-away obvious and understandable to their viewers. (Excepts from PLoS ONE, 2007)</i></p>	<table style="width: 100%; text-align: center;"> <thead> <tr> <th>Not At All</th> <th>A Little Bit</th> <th>Moderately</th> <th>Very</th> <th>Extremely</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </tbody> </table>	Not At All	A Little Bit	Moderately	Very	Extremely	1	2	3	4	5
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<p><b>Does the poster include the following sections:</b></p>											
<p>Background / Introduction</p>	<table style="width: 100%; text-align: center;"> <tr> <td>YES</td> <td>NO</td> </tr> </table>	YES	NO								
YES	NO										
<p>Methods / Procedure</p>	<table style="width: 100%; text-align: center;"> <tr> <td>YES</td> <td>NO</td> </tr> </table>	YES	NO								
YES	NO										
<p>Results / Analyses</p>	<table style="width: 100%; text-align: center;"> <tr> <td>YES</td> <td>NO</td> </tr> </table>	YES	NO								
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<p>Conclusion / Implications</p>	<table style="width: 100%; text-align: center;"> <tr> <td>YES</td> <td>NO</td> </tr> </table>	YES	NO								
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**TOTAL SCORE:** \_\_\_\_\_