



## Instructions

Using the criteria outlined on this rubric, you will be able to evaluate the organization, graphics, data visualization, text, layout, and content of your scientific poster.

Here are some ways to assess your poster:

- ✓ Distribute the rubric to mentors and colleagues before you submit the poster to a conference. Use the rubric to collect feedback and improve your poster's presentation.
- ✓ Display your poster at 100% scale using a projector, and use the rubric to self-evaluate before you print your poster.

To use the rubric, score each category below on a scale of 0-2. Tally the total scores. For any section that receives a low score, consider revisiting the poster resources on the Harvard Catalyst Writing and Communication Center website and revising your poster to improve it.

Criteria	Score Range			Score (0-2)
	2	1	0	
<b>Organization /Flow</b>	Navigation is explicitly indicated with numbers or visual guides.	Navigation is implicit (e.g. headings and blocks of text, imply organization)	It is not at all clear how I should move through information on the poster.	
<b>Graphics</b>	Graphics are clear from 3-5 feet away. Color is used to highlight important points or to convey quantitative information. Visual anchors guide and help orient viewer to content.	Graphics can be seen but not understood from 3-5 feet away. Colors distract the viewer or do not aid in comprehension. No use of visual anchors to orient the viewer to the content.	Graphics are not distinguishable from text. Too much or too little color creates confusion. Graphics underused.	
<b>Data Visualization</b>	Charts and graphs communicate the major results and implications. Axes are clearly labeled. Color and/or visual cues are used to highlight important data points.	Data are presented in charts and graphs, but the figures do not clearly communicate the results. No visual cues to draw attention to a big result.	No data presented, or raw data presented without interpretation. The viewer must spend time to interpret data before they can understand the poster.	

<b>Text</b>	Title and major headings are legible from 3-5 feet away. Explanatory text is associated with each graphic. 30% to 50% of the poster content is comprised of text.	Titles and major headings are legible from 3-5 feet away, but the poster is comprised of < 30% or >50% text. Explanatory text is not directly adjacent to the graphic described.	Titles and/or major headings are illegible from 3-5 feet away. Poster is comprised of < 30% or > 50% text.	
<b>“White” Space</b>	Empty space is organized and large enough to visually organize content segments from 3-5 feet away.	Empty space is employed but is insufficient to visually organize the content as viewed from 3-5 feet away.	Little to no empty space; the poster looks like a mass of text and diagrams. Difficult to navigate from 3-5 feet away.	
<b>Objectives/ Intent</b>	The study objectives are explicitly stated with the use of a heading.	The study objectives are present, but buried in the background information.	I could not find the study objectives.	
<b>Main Points</b>	The main points are clearly labeled and easy to find.	The main points are present, but not obvious and not labeled.	I could not find the main points.	
<b>Total Score</b>				