



POSTER PRESENTATION RUBRIC
Coastal Carolina University Undergraduate Research Competition

Student Name: _____

Judge #: _____ (on envelope)

Presentation Title: _____

Instructions: Please assign the number you think most accurately describes the student's performance in each category in the points column.

	Poor/Not Addressed (0-1 points)	Fair (2-4 points)	Good (5-7 points)	Great (Rare Rating) (8-9 points)	Exceptional (Very Rare) (10 points)	Points
Introduction/ Background	No introduction or background	Present but not clear or informative	Provided basic introduction and background information related to the project	Introduction and background were relevant and identified the place and significance of the current project within a larger field of study	Provided unique insight, relevance, and exceptional clarity introducing project and its place and significance within a field of study	
Research Question/ Objectives/Hypothesis	No hypothesis/RQ given or was exceptionally weak	Hypothesis/RQ was not clear or well constructed	Hypothesis/RQ was clearly presented and well constructed	Hypothesis/RQ was clear, well-constructed, and provided insight into the rationale for the project	Hypothesis/RQ was clear, well-constructed, and the student effectively argued that it addressed a pressing question in the field	
Explanation of Methodology/strategy	Not or poorly explained	Explained, but seemed inadequate for the study goals/purpose	Adequate and clearly explained	Appropriate, clear, and well-connected to the hypothesis/RQ/objectives	Appropriate, clear, well-connected to the hypothesis/RQ/objectives, and showed exceptionally creative and/or meticulous investigation	
Presentation and Interpretation of Results/Conclusions	Results/conclusions not presented	Results/conclusions presented, but unclear or not fully developed	Results clearly presented, conclusions clearly flow from results and relate back to hypothesis/RQ/objectives	Results clearly presented, discussion hits major points and nuanced interpretations, conclusions clearly flow from results and relate back to hypothesis/RQ/objectives	Results clearly presented, discussion hits major points and nuanced interpretations, conclusions clearly flow from results and relate back to hypothesis/RQ/objectives, exceptionally clear take-home message	
Overall Poster Design and Use of Images/Text	Disorganized and hard to follow. Images and/or text unreadable or detracts. Gross spelling/grammatical errors.	Adequate organization, but somewhat hard to follow. Images did not add or detract from effectiveness. Some spelling/grammatical errors.	Well organized. Images added to the understanding. Text easily readable. Appropriate image size and amount of text. Well-written with few errors.	Attractive formatting. Organization and images added in understanding and provided clarity. Appropriate, well-written, and helpful text.	Professional appearance and organization. Images and text arrangement exceptionally well done and greatly enhanced understanding.	
Verbal Interaction with Interviewer	Did not interact with listener; movements, expression detracted from the presentation	Movements and expression did not add or take away from the presentation. Inter-acted poorly with listener.	Movements and expression added to presentation. Interacted with listener. Made good eye contact.	Movement and expression emphasized key points. Interacted well with listener.	Movement and expression conveyed poise and enthusiasm while explaining the project	
Demonstration of the Value/Significance of the Topic	Student understanding was not evident, did not explain the significance of the topic	Communicated minimal understanding of project significance	Illustrated clear understanding; argued the topic was important	Illustrated unique understanding; persuaded listener that project filled a need in the field	Illustrated exceptional understanding, persuaded the listener of critical significance of the project	
Answers to Questions	Unable to address questions	Able to partially address some of the questions	Able to address most of the questions	Answers added to and extended the topics discussed	Answers showed exceptional insight into the field	
					Total	

Comments:
