

Assessment Rubric for CENG 1600 Poster Presentation

Category/ Criteria	Exemplary (5)	Competent (3)	Needs Work (1)
Structure	<ul style="list-style-type: none"> • Concise and clear focus (goal). • Ideas are coherent & arranged logically. • Sections are well-connected with smooth transition. 	<ul style="list-style-type: none"> • Project goal is not very concise. • Ideas are arranged logically. • Sections are interconnected. 	<ul style="list-style-type: none"> • Project goal not clearly stated. • Ideas presented lack smooth & logical connection. • Transitions between sections are jumpy.
Content	<ul style="list-style-type: none"> • All materials presented are relevant and lead naturally to the conclusion (or recommended approaches). • Ideas are strongly supported by evidence, with appropriate use of facts, examples, statistics and references. • Overall, demonstrating the group's mastery of the subject knowledge 	<ul style="list-style-type: none"> • The materials adequately support the conclusion (recommended approaches). • Ideas are sometimes supported by information research. • Content shows adequate subject knowledge. 	<ul style="list-style-type: none"> • The materials presented are not clearly linked to the conclusion (recommended approaches). • Ideas are stated without support or evidence. • The content is fragmented; it fails to demonstrate the group's subject knowledge.
Communication	<ul style="list-style-type: none"> • Effective variation of tone and pace. • Fluent, good grammar and choice of words. • Proper eye contact with audience. Posture and gestures show a good level of confidence and enthusiasm. 	<ul style="list-style-type: none"> • Some tone and pace variations to facilitate the delivery. • Average vocabulary and grammar. • Maintains eye contact some of the time. Posture and gestures display a moderate level of confidence and enthusiasm. 	<ul style="list-style-type: none"> • Does not speak clearly, speak too fast/slow, limited tone or pace variations. • Limited vocabulary and poor grammar. • Does not look at the audience. Body language shows lack of confidence and enthusiasm.
Use of Graphics	<ul style="list-style-type: none"> • Visual elements are clear, relevant and well-designed. • Creative effort is apparent in making the poster more captivating. 	<ul style="list-style-type: none"> • Most visuals are relevant & pleasant. • Traditional use of graphics, but effective and professional. 	<ul style="list-style-type: none"> • Visuals are not very relevant, difficult to understand, or poorly designed. • Ineffective use of graphics.