SPEAKWRITE POSTER PRESENTATION RUBRIC

NOVICE	⟵———⟶	EXPERT
PURPOSE The poster does not explain the goals or importance of the research. The title and headings are either vague or confusing.	1 2 3 4 5	**PURPOSE** The poster prominently positions the title and author's name. The title and headings are descriptive and the research being conveyed is clear, concise, and relevant. The oral presentation also clarifies the importance of this research.
AUDIENCE The presenter does not provide appropriate supporting details to persuade or educate the audience. Ideas lack organization and focus to guide the audience.	1 2 3 4 5	**AUDIENCE** Details on the poster capture important information about the topic and increase the audience's understanding. The poster (and presentation) summarizes research in a well-organized way that establishes credibility and helps to identify gaps in the research or next steps.
CONVENTIONS The poster is cluttered, confusing, or unreadable from six feet. Blocks of text are too lengthy. The presenter spoke too softly or too quickly, often reading from the poster with little eye contact. The presentation does nothing to augment the poster.	1 2 3 4 5	**CONVENTIONS** The poster balances figures, text, and white space; has an uncluttered background; and blocks of text are relatively small. Fonts are readable at six feet. The presentation is thorough but concise; narration and/or answering of questions is engaging and augments the poster effectively.
TROUBLE-SHOOTING The presenter fails to anticipate obstacles in terms of audience, purpose, and/or conventions. The poster content may be inadequately developed, incomplete, or compromised by major errors that disrupt or distort meaning. The poster shows signs of haste and the presentation shows a lack of rehearsal.	1 2 3 4 5	**TROUBLE-SHOOTING** The presenter has taken care to anticipate questions and to resolve any concerns or issues related to content, design, style, or delivery that could distract from the overall message.