**2013 Poster Rubric – 100 points total**

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| **Category** | **15 pts** | **10 pts** | **5 pts** |
| Science | The display teaches a scientific concept through the investigation. | The display teaches a scientific concept but there was no investigation. | The display does not teach a scientific concept. |
| Content Facts & Information | All facts and information presented were accurate and complete. | Most of the facts and information presented were accurate and complete. | Only a few of the facts and information presented were accurate and complete. |
| Persuasive Elements | The display clearly explains how the results of the experiment relate to the ocean and humans. | The display only explains how the results of the experiment relate to the ocean or to humans. | The display does not explain how the results of the experiment relate to the ocean and humans. |
| **Category** | **10 pts** | **7 pts** | **5 pts** |
| Theme & Objective | The display clearly showcases the Rutgers Ocean Days’ theme and Ocean Literacy Principle 6. | The display only moderately showcases the Rutgers Ocean Days’ theme and Ocean Literacy Principle 6. | The display did not showcase the Rutgers Ocean Days’ theme and Ocean Literacy Principle 6. |
| Style & Organization | The poster’s message was well conceived and showed good organization of the content. | The poster’s message was well conceived, but the information could have been more organized. | The poster was poorly done and showed little or no organization of the content. |
| Scientific Process | The poster includes the scientific process. | The poster is missing parts of the scientific process. | The poster does not include the scientific process. |
| Creativity | The display includes many creative elements that engage the viewer. | The display includes some creative elements that engage the viewer. | The display does not include any creative elements that engage the viewer. |
| **Category** | **5 pts** | **3 pts** | **1 pt** |
| General Requirements | Submitted the Entry Form, and fully followed formatting instructions. | Did not submit a complete Entry Form, or only partly followed formatting instructions. | Did not submit the Entry Form and did not follow formatting instructions. |
| Punctuation & Grammar | The poster has been edited carefully. There are no grammatical errors and is easy to read. | The poster has grammatical errors but it does not make it confusing or hard to read. | The poster has many grammatical errors, which makes it confusing and hard to read. |
| Titles & Credits | All titles and credits were accurate, and legible. | All the titles and credits were accurate, but some were not legible. | Titles and/or credits were inaccurate or missing. |