60-Second Poster Evaluation
George Hess - NC State University - Forestry Department

Rating Criteria - Circle rating that applies.

Overall Appearance
0 **Cluttered or sloppy** appearance. Gives the impression of a solid mass of text and graphics, or pieces are scattered and disconnected. Little white space.

1 **Pleasant** to look at. Pleasing use of colors, text, and graphics.

2 **Very pleasing** to look at. Particularly nice colors and graphics.

White Space
0 **Very little**. Gives the impression of a solid mass of text and graphics.

1 **OK**. Sections of the poster are separated from one another.

2 **Lots**. Plenty of room to rest the eyes. Lots of separation.

Text / Graphics Balance
0 **Too much text**. The poster gives an overwhelming impression of text only. **OR Not enough text**. Cannot understand what the graphics are supposed to relate.

1 **Balanced**. Text and graphics are evenly dispersed in the poster. There seems to be enough text to explain the graphics.

Text Size
0   **Too small** to view comfortably from a distance of 1-1.5 meters.

0.5 Main text OK, but **text in figures too small**.

1   **Easy to read** from 1-1.5 meters.

2   **Very easy to read**.

Organization and Flow
0 **Cannot figure out** how to move through poster.

1 **Implicit**. Headings (Introduction, Methods, etc) or other device implies organization and flow.

2 **Explicit** numbering, column bars, row bars, etc.

Author Identification
0 **None**.

1 **Partial**. Not enough information to contact author without further research. This includes missing zip codes on addresses.

2   **Complete**. Enough information to contact author by mail, phone, or e-mail without further research.

Research Objective

0   **Can't find**.

1   **Present**, but not explicit. Buried at end of "Introduction", "Background", etc.

2   **Explicit**. This includes headings of "Objectives", "Aims", "Goals", etc.

Main Points

0   **Can't find**.

1   **Present**, but not obvious. May be imbedded in monolithic blocks of text.

2   **Explicitly labeled** (e.g., "Main Points", "Conclusions", "Results").

Summary

0   **Absent**.

1   "Summary", "Results", or "Conclusions" section **present**.