

Final Poster – Evaluation

100 Points Available

Grade	Available	
	20	Concept Informs (clarifying, explaining, identifying) Persuades (reconsider attitude / raise awareness; engage in self-reflection; or take an action such as purchasing a product or service)
	20	Composition/Layout
	5	Size 16x20 or 18 x24 (or larger)
	5	Picture Plane Consideration (positioning: bleeds / borders / cropping/ symmetry/ asymmetry; direction; space: borders, negative space, foreground/background)
	5	Visual Hierarchy / what is dominant?
	5	Structure (grid, juxtaposition, etc) and/or Rhythm
	20	Type
	5	Exploration of Type Layout
	5	Appropriateness of Typeface
	5	Exploration of Style (bold, italics, outline, etc)
	5	Craft of Type (No Stretched Type / Attention to Kerning, Leading, etc.)
	20	Image
	10	Appropriateness of Image /contains familiar and/or culturally meaningful objects or signs that enhance the ability for more immediate and targeted responses
	5	Craft of Image
	5	Image Manipulation
	10	Color
	2.5	Appropriate Color Family to communicate concept (Value: achromatic, monochromatic, primary, etc.; Saturation; Temperature: warm or cool)
	2.5	Contrast
	2.5	Color Interaction
	2.5	Color as Meaning
	10	TEXTURE & OTHER SUPPORTING DESIGN ELEMENTS (i.e. lines, shapes, visual glue, etc.)
	100	Total Points