

Authors: Henning Czech, Luise Hundertmark
Target Group: International students
Document Type: Information sheet
Content: Presentation of common assessment criteria for scientific posters

Assessment Criteria for Scientific Posters

Do you have to create a scientific poster at university and wonder which assessment criteria your examiner might use? This information sheet provides you with an overview of important aspects to be considered when creating your poster. The presentation order below does not reflect any weighting, i.e. depending on the respective task, some aspects may be more important than others. Of course, the list is not exhaustive – can you think of any other assessment criteria?

I. Layout/overall impression

- I.1 In its entirety, the poster makes a professional (and aesthetic) impression.
- I.2 The colour scheme of the poster is appropriate and motivated (e.g. by using the same colours as in the logos of associated institutions).
- I.3 The poster is divided into clearly recognisable segments.
- I.4 The typographic elements (text alignment, highlighting, font sizes, etc.) are well coordinated and contribute to an appealing overall impression.
- I.5 The graphic elements are neatly arranged and easy to read.
- I.5 Visually, the ratio of graphic elements and text is balanced, and they are clearly separated.

II. Completeness

- II.1 The poster has a clearly identifiable title. Furthermore, it includes relevant logos, names of project members, contact information and information about your faculty or study program.
- II.2 The poster contains separate information sections on the research question, the methodology/theoretical approach and the results/current state of work.
- II.3 The viewer will find sufficient and complete information about used or further literature.
- II.4 The graphic elements are clearly titled, if necessary.

III. Content and language

III.1 The amount of information imparted on the poster is appropriate (not too much, not too little).

III.2 The content of the poster is scientifically sound.

III.3 The texts are written in a way that is coherent and appropriate for the target audience.

III.4 The linguistic expression is appropriate (i.e. not colloquial).

III.5 Ideally, there are no spelling mistakes or similar linguistic errors.

III.6 The graphic elements are functional and understandable.

III.7 The intended direction of reading is clearly recognisable (horizontal >> vertical or vice versa).

In addition, if you are to **present** your poster orally and are wondering how exactly this should be done, it is recommended to watch this video:

Hess, George et al. (2013): How to Give an Effective Poster Presentation. [Video] North Carolina State University. URL: <https://www.youtube.com/watch?v=vMSaFUrk-FA> (accessed on 28th April 2021)