Poster Creation Instructions

**Objective:** To design and create an effective poster that communicates a clear message through a combination of strong concepts, high-quality visuals, and accurate content.

# Core Requirements

* **Title depicting the theme and purpose:** Before you begin, clearly define the primary purpose of your poster. Mention the theme in which you want to present you poster in. The objectives (if given) and the content need to aligned with the title.
* **Message:** Your poster must convey a single, clear, and concise message. An observer should be able to understand the idea with less verbal explanations.

# Physical Specifications

* + **Size:** The poster should be made in Chart papers (Contenstants should bring their chart papers). Overall dimension of the poster must be within **18 x 24 inches** (minimum) to **24 x 36 inches** (maximum). Posters outside this range will not be entertained.

# Content and Design Guidelines

## Content:

* + - **Accuracy:** Content should be true and accurate that aligns with the title.
    - **Clarity:** Use clear and simple language, avoiding jargon or shout forms.
    - **Proofreading:** Ensure there are no errors in spelling, grammar, or punctuation.
  + **Labels:** All elements on the poster (e.g., graphs, images, diagrams) must be clearly labeled. Written content is also considered.

## Visual Quality and Appeal:

* + - The overall design should be organized, and visually engaging.
    - Use high-resolution images and graphics
    - You can make drawings also wherever necessary.
    - Choose a color scheme and font that are legible and appropriate for the topic.

# Evaluation Rubric

Your submission will be graded based on the following criteria:

1. **Concept:** The originality and clarity of the poster’s central idea and message.
2. **Visual Quality and Appeal:** The effectiveness of the layout, color, typography, and graphics in communicating the message.
3. **Content:** The accuracy of the information, including the quality of writing (grammar, spelling, punctuation).
4. **Size:** Adherence to the specified physical dimensions.
5. **Label and Content:** The clarity, accuracy, and relevance of labels and their corresponding content.