

**MECH223 Poster Display Marking Rubric**

Evaluator: \_\_\_\_\_ Date: \_\_\_\_\_ TEAM \_\_\_\_\_

Criteria	Below Expectations Major errors or lack of depth; Unacceptable quality	Marginal Some significant errors or lack of depth; Satisfactory quality	Meets Expectations Appropriate depth / few errors; Good quality	Exemplary Exceptional depth / accuracy; Outstanding quality
	0	2	3	4
<b>Content and Audience (7.2)</b>	The poster is not informative. Major elements of the required content (see below) are missing from the poster. The poster does not consider the audience and the content is inappropriate for technical and for non-technical audiences.	The poster is at least somewhat informative but trivial details may be emphasized over key information. Minor elements of the required content (see below) are missing. The balance between technical content and accessibility to a non-technical audience is poor (i.e. it is not appropriate for both a technical and non-technical audience).	The poster is informative but may not consider the most important aspects of the design. All required content (see below) is present. There is a balance between technical content and accessibility to non-technical audiences but this could be improved (i.e. there is either slightly too much or slightly too little technical depth).	The poster is highly informative and appropriate. All required content (see below) is present. It is interesting to a technical audience but still clear and understandable to a non-technical audience.
<b>Appearance and Organization (7.2)</b>	The poster overwhelming due to inappropriate use of colour, images, or layout, or it is very difficult to follow.	The poster is either plain-looking or "busy" due to ineffective use of colour, images, or layout. The poster is somewhat disorganized or difficult to follow in places.	The poster is generally attention-grabbing through its use of colour, images, and layout. It is organized and relatively easy to follow, but it could be presented more clearly.	The poster is highly attention-grabbing through its use of colour, images, and layout. The content is thoughtfully organized and very easy to follow.
<b>Drawings, Diagrams, and Charts (5.2)</b>	Drawings, diagrams, and charts are missing or may be very confusing. Production quality of images may be very poor or the images may be completely unrelated to the poster text.	Drawings, diagrams, and charts are underutilized, difficult to understand, or lacking depth. The quality of production could be improved. Some images are disconnected from or unrelated to the text on the poster.	Drawings, diagrams, and charts are generally clear and informative. Most or all are professionally produced. They generally complement the poster text.	Drawings, diagrams, and charts are exceptionally clear, impactful, and informative. They are professionally produced. They complement the text on the poster and aid in its understanding.
<b>Professionalism (8.2)</b>	The poster uses unprofessional language or imagery, or the poster reflects negatively on the program or engineering profession. The poster may be of low production quality with major defects or errors.	The poster uses casual or informal communication etiquette. Language or imagery does not consistently uphold a professional standard. It may be cartoonish or may emphasize humor over professional presentation. There may be defects in the poster creation (e.g. crooked panels or obvious major typos).	The poster uses professional communication etiquette. The language and imagery is appropriate. The poster is of good production quality and any defects are very minor or rare (e.g. minor grammatical errors or typos).	The poster uses highly professional communication etiquette and reflects positively on the program and on the engineering profession. Language and imagery are of a standard expected in industry. No production defects are noted in the poster.

Mark \_\_\_\_ / 16

Required elements: (a) team roster; (b) overall strategy; (c) 2+ slides highlighting design / manufacturing tools used; (d) vehicle physical or performance characteristics; (e) labeled image of vehicle